

hub

consumer electronics & more

Smart cell phones

business & pleasure

Home theatre

The screen, the audio,
the games, the ultimate

Close shave

Smooth, real smooth

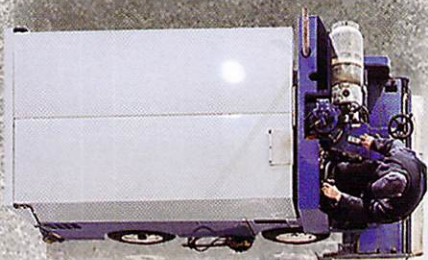
Tough tech

Gadgets and gear
from the school of
hard knocks



Wrist
Watch
Timepiece
lust

**hub:ce,
more's**
(misleadingly titled)
guide to getting nailed





Hockey has never looked better now that Samsung is the official HDTV of CBC's Hockey Night in Canada. Period. Period. Period.



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Editors

Andrew Moore-Crispin : andrew@ppublishing.ca
Jennifer Kavar : jennifer@ppublishing.ca

Contributing Editors

Marc Saltzman, Chad Sapieha, Andrew Carruthers, David Tanaka, Sue Bowness, Matt Yuill, Alicia Rewega

Business Group

President/Publisher

Scott Piccolo : scott@ppublishing.ca

Consulting Publisher/VP Sales

Richard Elliott : relliott@ppublishing.ca
(416) 348-9666 ext. 254

Art Director:

Steven Stoner : steve@ppublishing.ca

Production Co-ordinator

Lisa Carbonara : lisa@ppublishing.ca

Distribution Manager:

Mark Backer : mark@ppublishing.ca

Office Administrator:

Malenie Rajaram : malenie@ppublishing.ca

IT Manager

Steve Quinney : steveq@ppublishing.ca

Piccolo Publishing Inc

27 Atlantic Ave, Toronto, ON, M6K 3E7
Tel: 416-348-9666
Toll-free: 866-757-0179
Fax: 416-348-9553

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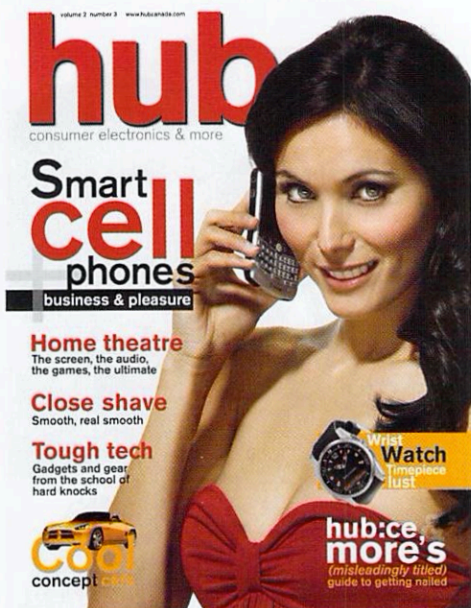
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www.hubcanada.com

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Model: Mei, Supplied by Elmer Olsen

Model clothing provided by: BEDO

318 Queen Street W. Toronto.



Big news! We're expanding our editorial scope beyond just consumer electronics to include many of our readers' other professional and recreational indulgences. Hence, our slightly modified new name... hub: consumer electronics & more.

Our readers have repeatedly asked for more, so we'd be crazy not to listen and capitalize on the attention they already pay to us by giving them more of what they want.

Each issue of hub: consumer electronics & more will now inform our already established 64,000 readers about all the latest and greatest consumer electronics, men's accessories, beverages, automobiles, entertainment options & more.

Readers will find the revamped hub lighter, funnier, more diverse and informative. The look and feel of the redesigned hub: consumer electronics & more is definitely more hip and edgy.

Advertisers will benefit from the broader coverage of topics and the stronger, broader, male predominant readership drawn to each redesigned edition.

beverages

From the traditional to the exotic, hub writers will regularly review "the cause of, and solution to, all of life's problems."

gadgets and accessories

Boys and their toys – Whether it's the latest in watches, shavers, fashion trends, tools, & more, hub writers will try it, review it and tell it like it is.

automobiles

From vintage to concept, and everything in between, each issue of hub will explore the automotive scene and offer expert advice to help readers steer through the myriad options and offerings.

entertainment

Video games, CD and DVD movie reviews to help readers, pick, play and purchase.

Mission:

To explore and give expert opinions, in a fun and friendly manner to our male predominant readers, the huge and still growing consumer electronics market, as well as other gadgets and pastimes. Our goal is to demystify the buying process by helping readers to identify and integrate new technology, trends and products into their lives.

Piccolo Publishing, publishers of

hub
consumer electronics & more

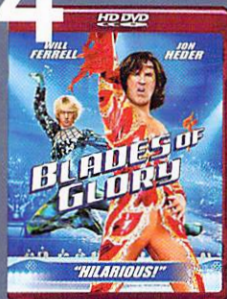
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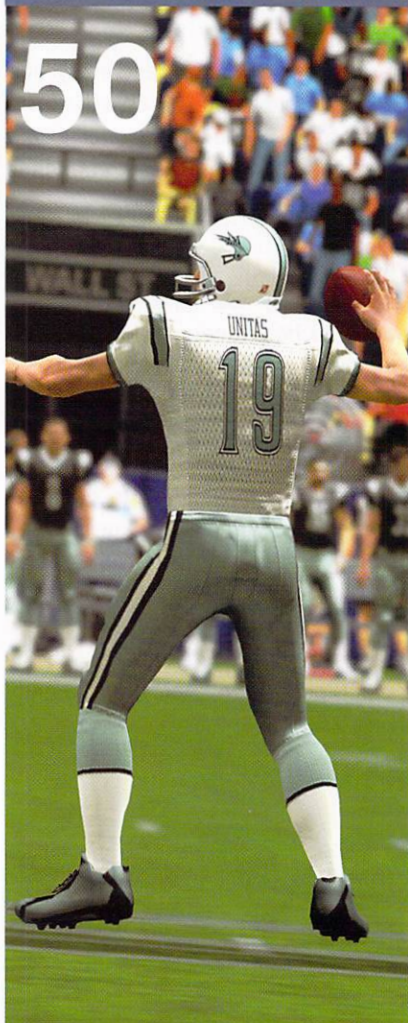
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We've had a few and we're feeling feisty. Look out.

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One's an intergalactic bounty hunter, one's a decapitated film noir detective. Beautiful.

48 Smooth, real smooth

A close shave with some high-end electric shavers.

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The best of the brain denting ballet that is pro football... virtually speaking.

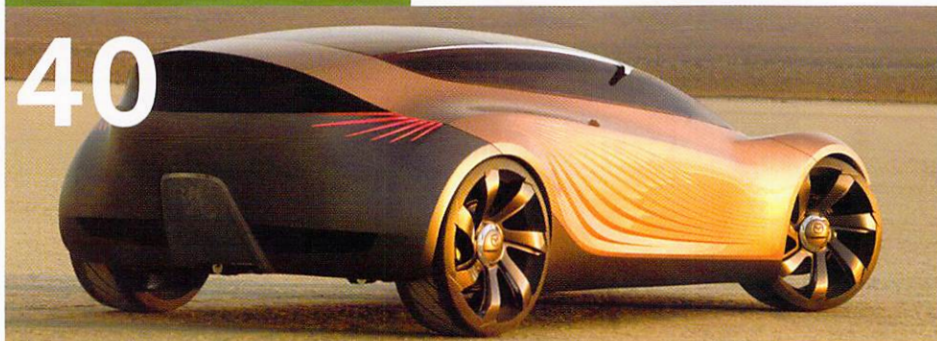
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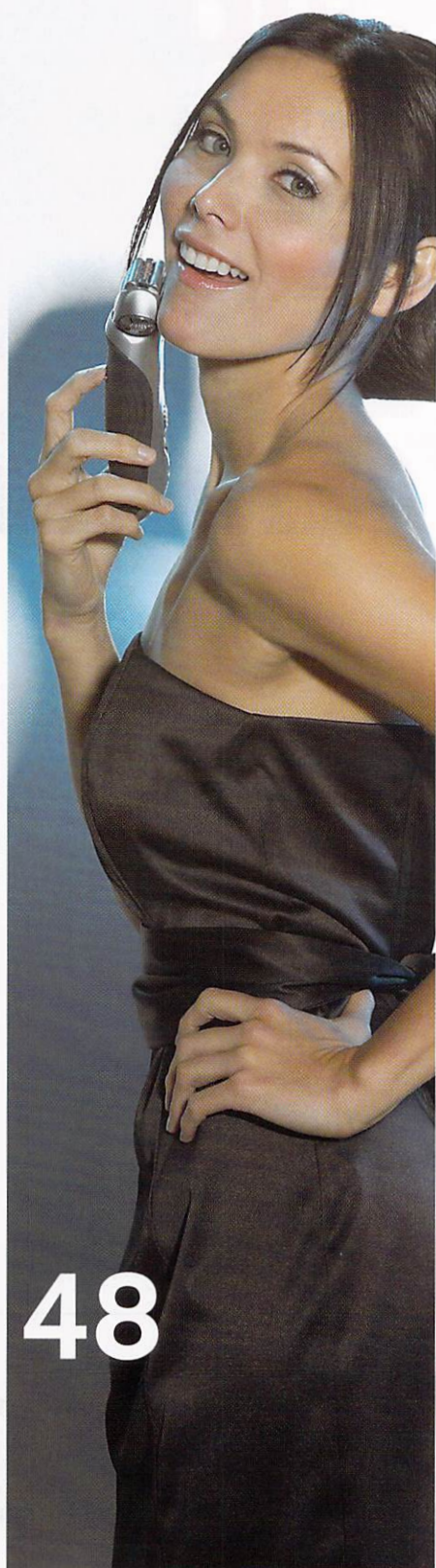
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A glimpse at what's to come in hub: consumer electronics & more.

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Why have four wheels if you're not going to use them?

The Subaru Legacy, IIHS Top Safety Pick Gold Award Winner*, comes standard with Symmetrical All-Wheel Drive. All four wheels working together. For more traction and more control.

subaru.ca

* Insurance Institute for Highway Safety (IIHS). See iihs.org for more details.

Think. Feel. Drive.



SUBARU

Editorial



Andrew Moore-Crispin
Editor-in-Chief

A year spent away from hub and the daily goings on has opened my eyes a bit. Technology is cool and it's useful, it's interesting and it's... cool. It's a lifestyle. You'd miss it terribly if it wasn't there. But you may not care to read dissertations on why it's important.

You're more likely to have a beer while playing a video game or watch the latest TV series on DVD than you are to have a Bawls or a Mountain Dew, oft referred to as the "nectar of the geeks" for all-day, all-night gaming or programming sessions.

That's the idea behind this newly redesigned magazine you're reading. We'll keep it reasonably light. hub: consumer electronics & more is the younger, prettier sister of HUB: Digital Living, which itself is being re-branded HUB: The Computer Paper in a return to its 20 year-old industry roots.

Sure, she's the older and wiser sister and knows more than a few tricks to keep you interested and connected, but we're shinier, younger and arguably, more fun. We also have our big sister's vast knowledge to draw upon, so we don't need to guess which products are good – we've already given them an in-depth look before they grace our pages.

This first issue of the new hub: consumer electronics & more is bundled alongside HUB: The Computer Paper, so you're welcome to compare and contrast. It's a logical separation: one magazine for the gear-head geeks, and one for a wider audience, which, of course, welcomes the gear-head geeks with open arms. It's like one big family, you see. I swore I wouldn't cry...

In this issue and the issues that follow, we'll bring you the latest and greatest in gadgets and gear, and not just because we're fans of alliteration. We'll bring the ultimate in attainable living room kit and the best of tech to take with you. We'll bring some perspective on how to wear it all with style. We'll bring the games, music and movies. We'll bring tough tech that takes it like a man. We'll bring all sorts of stuff... & more. All from a Canadian perspective. And we'll even bring the beer.

Welcome to **One Zone**



WIFI ACCESS

Whether you work, study, live or play in Toronto's downtown core, or even if you're just visiting, you now have access to Canada's largest WiFi Internet network. Use your WiFi compatible device within One Zone by selecting the SSID: One Zone_High Speed Internet and start surfing!

www.onezone.ca



1

Nice curves

BlackBerry Curve 8310

RIM

\$299.99 - \$499.99

(three-year - one-year contract)

www.blackberrycurve.com

With the sleek look, 2MP camera, memory expansion and trackball of the revolutionary BlackBerry Curve combined with the full QWERTY keypad of previous BlackBerry devices and Global Positioning System (GPS) built-in, the 8310 has got all the right curves.

Killer feature
QWERTY meets trackball



five hot products,
hub: consumer electronics & more approved

2

Killer feature

Up to 24-inch screen, 2.8GHz Intel Core2 Extreme, 2GB memory and a 500GB hard drive. Pick one.



Form meets function

iMac

Apple \$1,299 – \$2,449

www.apple.ca

The word sexy and home computers used to go together about as well as caustic lye and sweat. Apple had a hand in creating geek chic, capturing the imaginations of urban hipsters and card carrying geeks alike. Now, all wrapped up in aluminium with a sleek glass front, the

newest iMacs will be at home atop an Ikea desk near some stainless steel appliances in a 200 sq ft "studio loft" in a trendy area of town. There are some impressive improvements on the inside too, of course, but the product specs are too long to list here.

hub's hot 5

3



Shake, shuffle & roll

W580i Walkman Phone

Sony Ericsson

\$149.99 – \$299.99

(two-year contract – no contract)

www.sonyericsson.ca

A solid music phone available in black, white or grey (sorry "Boulevard Black," "Style White" or "Urban Grey") brings an innovative take on shuffling tracks; hold the phone and flick your wrist and a random track from your playlist will come through the included stereo headphones. Carry up to 2GB worth of your favourite tunes with expandable storage via Memory Stick Micro (M2). Cram in a 2MP camera and it'd be killer... wait, they already did that.

Killer feature

It's a true all-in-one

five hot products,

hub: consumer electronics & more approved

Killer feature

Its extreme drool factor.

M8

Leica

\$5,399

www.leica-camera.com

Range Finder cameras are lauded for, among other things, their singular wide angle abilities and are loved by camera nerds the world over.

The 10.3MP, 2.5-inch screen M8 is the latest addition to Leica's well respected, beautifully crafted and optically excellent rangefinder line. It took a while for the brand, introduced in 1954, to go digital. We're glad they did. That said, Leica is not about to close a more than 50-year film pedigree with nary a second thought; the company is still leaving the doors open for more analogue cameras.



At home with the range

Made in Canada

Research in Motion

Ascalade

Sierra
Wireless

SIERRA WIRELESS
AirCard 595U

SIERRA WIRELESS

Gennum



Ascalade

Based in: Richmond, BC

PC-free VoIP Cordless Phone, approx. US\$179.99

Ascalade won several awards this year at CES for its innovative VoIP products. The one that caught our attention is the PC-free, Skype-certified VoIP cordless phone – the first cordless VoIP phone for Skype that doesn't require a computer.

Traditionally, Skype users need to be attached to their PCs, using a keyboard and headset, to make calls. But this PC-free VoIP phone has Skype's software installed inside the phone itself, so all you have to do is connect your Internet line to the back of the phone charger base and it will be in service. A handy feature that lets you know when your contacts are available to answer calls is available via a full colour screen, which displays your Skype contact list as well as online status information. The PC-free phone also doubles as a traditional cordless phone. You just plug your landline into the back of the charger base.

Unfortunately, this Canadian-made, high-tech product is not available for purchase in Canada. (But you can pick one up on the other side of the border, or via www.amazon.com. How's that for irony?)

VoIP (Voice over Internet Protocol) is an alternative phone service that uses high-speed Internet, as opposed to a traditional landline, to make calls. In general, VoIP service is much less expensive than traditional phone service, especially when making long distance calls. In certain cases, you can use VoIP for free. (For example, if you sign up for Skype, there is no cost to call another Skype user.) Several companies offer VoIP services. Skype is among the most popular.

Sierra Wireless

Based in: Richmond, BC

AirCard Wireless USB Modem 595U, \$99.99 with three-year contract

If you want access to wireless, high speed Internet from a computer that doesn't have a built-in wireless modem or card slot, the AirCard USB Wireless Modem from Sierra Wireless will provide mobile access to Telus' wireless high speed EVDO service (as well as the enhanced EVDO Rev A). Compatible with Mac and Windows, the device plugs directly into your computer's USB port. It has a built-in battery and comes with a docking cradle.

Kangaroo Media

Based in: Montreal, Quebec

Kangaroo TV

The latest craze at Formula One racing events, Kangaroo TV is a mobile media device you rent (for one day or the entire event) that provides full access to live video, audio and data feeds – the same feeds provided to TV broadcast crews. You can select between in-car driver cameras, the main F1 international race broadcast, team radio audio (including driver-to-pit conversations), live public address commentary and radio play-by-play, real-time race timekeeping, leaderboard and statistics, time delay replays, biographic files on teams and drivers and more. We can smell the controversy now as F1 teams rent these things to get a leg up on the competition.

Research in Motion

Based in: Waterloo, Ontario

BlackBerry Curve 8310, \$299.99 with a 3-year contract from Rogers Wireless

RIM's latest smartphone, the BlackBerry Curve 8310, has built-in GPS with pre-installed BlackBerry Maps for turn-by-turn directions, a media player with a microSD card slot to hold your music collection and a 2MP camera with a built-in flash and zoom. You can use it to send emails, text messaging, browse the Internet and instant message via Yahoo! Messenger and/or Google Talk. There's also Voice-Activated Dialing, and of course, Bluetooth. The 8310 comes with a USB cable for transferring files to and from your computer. You can also use the device as a wireless modem for your laptop. The battery will last up to four hours talk time. The BlackBerry Curve operates on the GSM network.

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Multitasking mavens

Smartphones so you don't have to be

By Andrew Moore-Crispin



Nothing screams sexy like a virtual corporate leash that keeps you connected to the office 24/7. Bonus points if it has a silver sticker proudly proclaiming the device as "Property of XYZ Corporation Inc. IT Department."

Your employer may not see the importance of a device's sex factor but you presumably do. Perhaps you're eyeing the iPhone, awaiting its proliferation north of the 49th parallel. Maybe you're craving the Curve, BlackBerry's latest and a far cry from the decidedly unsexy but infinitely usable devices past. Perhaps it's the Windows Mobile offerings that have got you all hot and bothered, wrapping a sleek shell around a Windows offshoot that is coming in to its own. That said, perhaps you're one to wear geek stripes proudly and opt, whenever possible, for open-source, now turning your lustful gaze to the GUPP, a Linux based smart phone that has a face only a mother could love.

Whatever. Don't bother us with your indecisiveness. We've got a magazine to run here.

BlackBerry Curve 8300/8310

Price: \$299 (three-year contract) \$499 (no contract)

Available from: Rogers

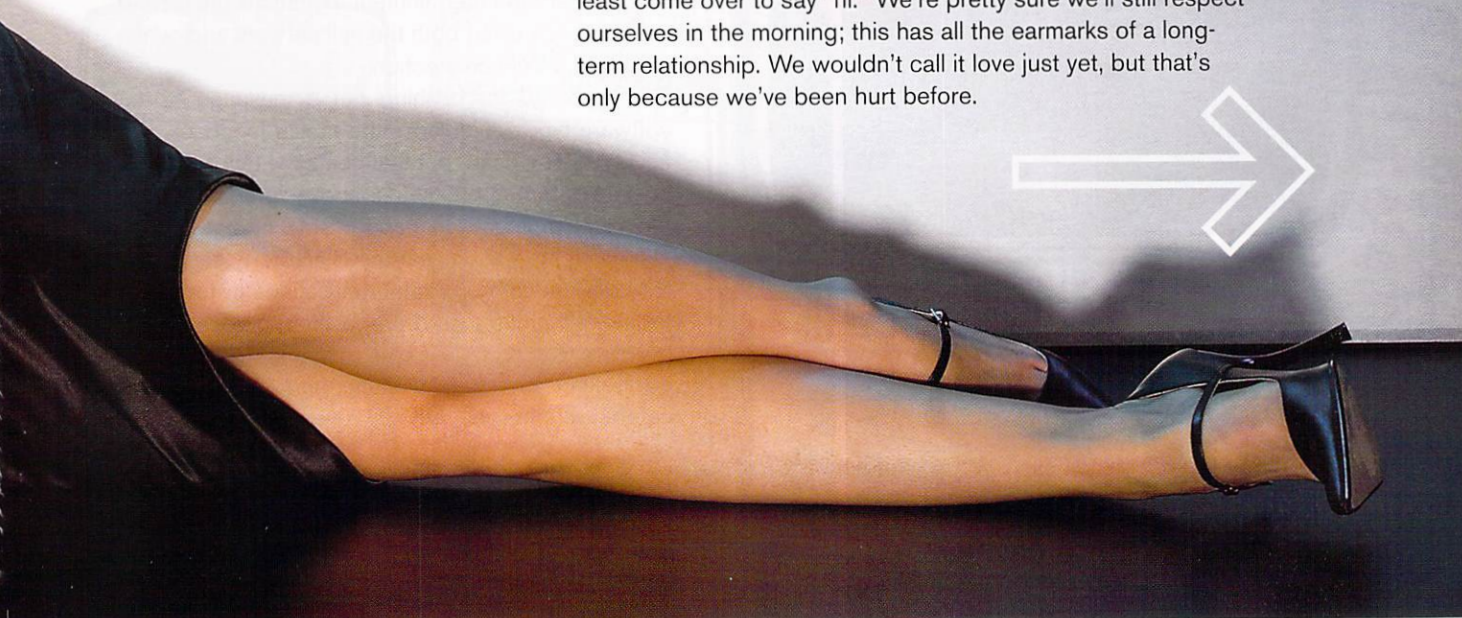
BlackBerry is like an aging parent trying desperately to be cool while teetering on the brink of a generation gap. It's rare in that it is succeeding without betraying its core; it's like your teenaged friends grew up some and started to see that your Dad is actually a pretty cool guy as opposed to the Dad that comes to pick you up from school in a Mazda Miata sporting a fake and bake tan and a gold chain in his fluffy white chest hair while grinning salaciously at all the girls in your class.

Or something.

Upping the desirability of its iconic BlackBerry devices while staying true to form, the BlackBerry Curve brings to trackball navigation, video and music playback, 2MP camera and memory expansion via MicroSD of the popular Pearl and the full QWERTY keyboard of its predecessors. Still notably lacking is the WiFi that would push the device from "wow" to "holy @\$%..."

New additions to the device include BlackBerry Maps, aiming to replace Google Maps Mobile as the go-to mapping application for its users. While the interface needs some work, support for Bluetooth GPS units in the 8300 (and built-in GPS in the 8310) for real-time mapping is one thing hardcore users can check off from the "want" column. This Bluetooth GPS support extends to the latest version of Google Maps for the BlackBerry too.

For successfully toeing the line between must-have business device and sexy bit of kit, we nod discretely toward the BlackBerry Curve in the hope that it might buy us a drink or at least come over to say "hi." We're pretty sure we'll still respect ourselves in the morning; this has all the earmarks of a long-term relationship. We wouldn't call it love just yet, but that's only because we've been hurt before.



Samsung SCH-u740

Price: \$149.95 (three-year contract)

\$379.95 (no contract)

Available from: Bell Canada

The u740, while in dire need of a catchier name, is a flip phone with a difference; opening it vertically gives a portrait screen and the number pad you're used to (along with a bunch of buttons that are rendered useless in this mode) while opening it horizontally gives a full QWERTY keyboard and a landscape screen.

When closed, media buttons on the front allow you to skip and pause tracks, assuming you've opened the media player using the phone menu, to play tracks off the MicroSD card (128MB card, enough for about 30 songs, included). A secondary, low res screen displays track info and, in camera mode, can be used for self-portraits.

This is a more entertainment focused smart phone. Don't expect a great deal of help in getting life organized, though it can sync with Outlook or other email / scheduling programs. For an extra \$5 a month, you can use the "Windows Live" service for checking Hotmail or using Messenger. Not being able to use the web browser or several other applications where the full QWERTY keypad would be useful while in landscape mode is an irksome quirk. Does that make it quirkish?

HTC 6800

Price: \$199.95 (three-year contract)

\$599.95 (no contract)

Available from: Bell Canada

The meanest of the mean, the HTC 6800, available from Bell, offers up Windows Mobile 6, a full slide-out QWERTY board, a 2.8-inch TFT screen, 2MP camera and WiFi. While not the prettiest phone / PDA hybrid we've seen, it's all business and has power left over.

If you're crazy enough to sign over three years of your life in the form of a contract, the HTC 6800 can be had for just under \$200. The price quickly climbs to more like \$600 if you're unwilling to sign anything but a 30-day term contract.

As a Windows Mobile machine, users get native support for popular Office attachments along with easy integration with home and office PCs in addition to a whole wide world of after market software both free, shareware and fee.

There's a strong entertainment hook here too with MP3 and video playing native...not to mention the wealth of games available for Windows Mobile.

With more wireless connection options than something with slightly fewer wireless connection options, you'll never be left wanting whether in a WiFi zone, a Bluetooth personal area network or on the move using the GSM / GPRS or EDGE network.



Bells gone QWERTY





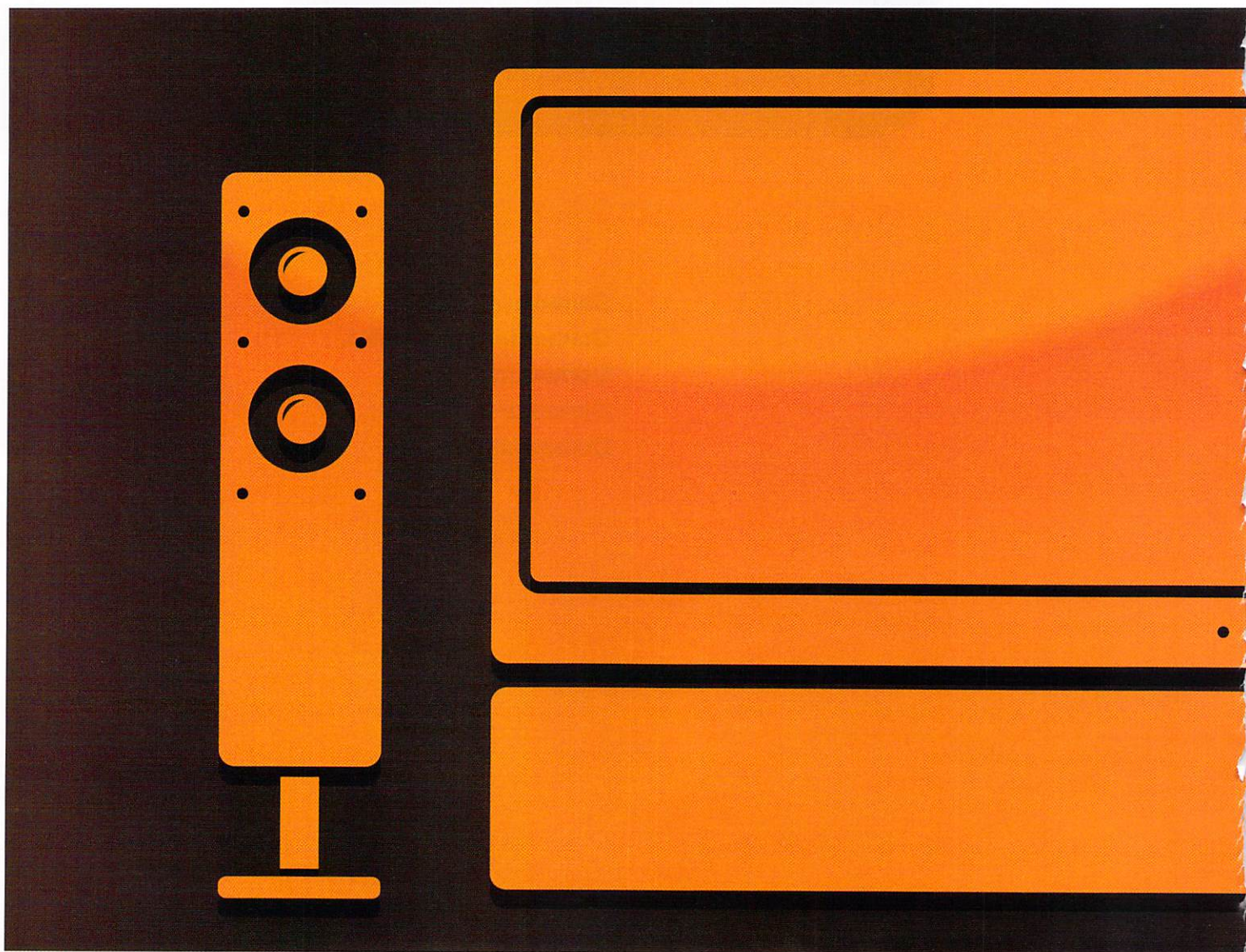
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Commentary

Home

is where the

plasma is



Blu-Ray or HD-DVD?

There's nothing worse than building the ultimate home theatre and then finding it's the penultimate a year later. DVD is old technology; established and engrained, but conceived in the pre-HD days, showing its age. You need look no further than the shelves upon shelves of DVD players for under \$40 at your local big-box retailer for evidence.

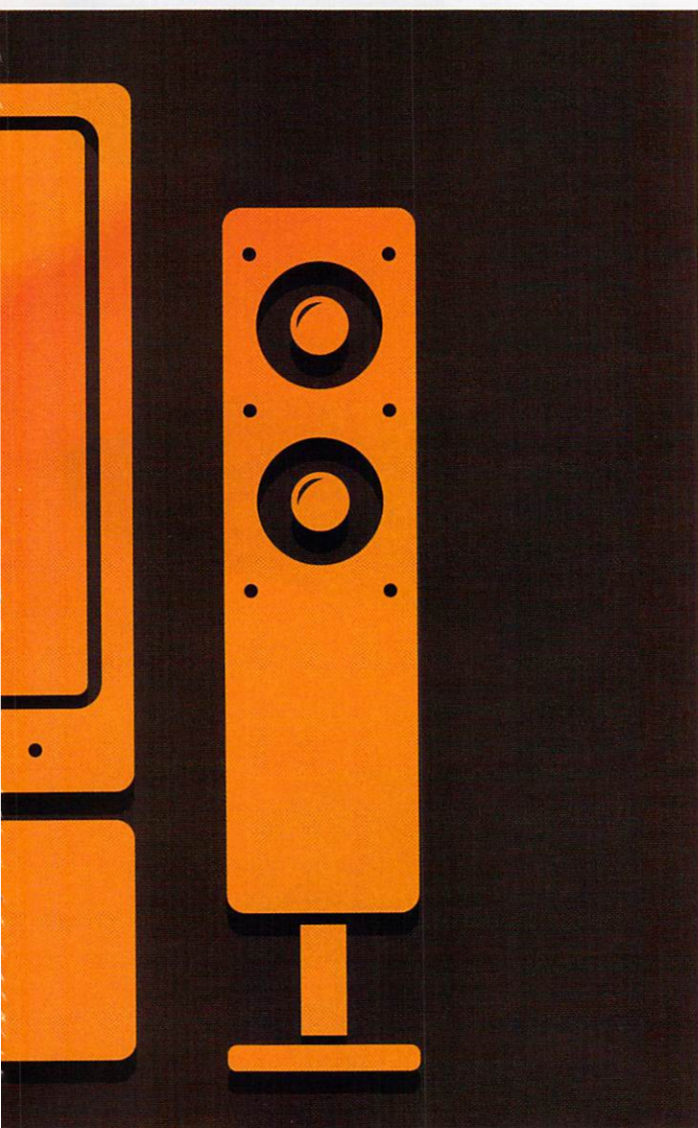
There are benefits and detriments to both Blu-Ray and HD-DVD formats and which format is going to be the one that survives is beyond the foresight of our crystal ball. It's unlikely the formats will coexist for any significant length of time though; look at the Betamax and VHS war for evidence, along with the less publicized format wars that have been fought starting with cylinder vs. disk recordings in the pre-gramophone days.

That said, if you're really rich, buy, buy, buy. Heck, buy both. The quicker the R&D costs of these new formats are covered, the sooner a winner can be crowned. The sooner the winner is crowned, the sooner the supporting players will be on sale for \$39.99 at the variety store, bringing them more in line with what the rest of us can afford. In these format wars, it's invariably the consumer that suffers most.

The home theatre. Where families come together. Where video games are played in all their high-definition glory. Where the football game comes to life, the baseball game is somehow less boring and the hockey game has no need for glowing trails chasing the puck across the ice on an American network (lest we forget).

A place where you'll spend as much leisure time as is humanly possible deserves a little bit of extra attention. Your home theatre should say, "This is my home and this is my theatre. The two have become one and I am whole." Ideally, it also says "mine's bigger than yours."

By Andrew Moore-Crispin



Criteria	Blu-Ray	Victor	HD-DVD
Storage capacity	Single layer: 25GB Dual layer: 50GB	Blu-Ray	Single layer: 15GB Dual layer: 30GB
Surface layer	0.1mm	For technological achievement, Blu-Ray. For disc durability and potential for resurfacing, HD-DVD.	0.6mm
Available media*	290 as of Sept 4, 2007 (including 32 limited-time releases)	Blu-Ray's limited time only releases aside, HD-DVD.	278 as of Sept 4, 2007
Industry support	18 industry players on the Board of Directors, 150 contributor and member companies	Blu-Ray	4 Managing Member companies, 131 general and associate member companies
Gaming support	Native on Playstation 3	Nintendo Wii	Add-on for Xbox 360
Price: Players**	~ \$600 - \$1,000	HD-DVD	~ \$400 - \$1,000
Price: Blank media**	~ \$31 (2X, 25GB) - \$1.24/GB	Blu-Ray	~ \$21 (1X, 15GB) - \$1.40/GB
Price: Released studio material**	~ \$20 - \$47 for a single-disc studio film	Blu-Ray	~ \$24 - \$51 for a single-disc studio film
Film studio support	20th Century Fox, Walt Disney Studios, Sony Pictures, Warner	Blu-Ray	Universal, Warner, Paramount

*According to www.engadget.com

**Based on an informal online survey

High-end display

50-inch Widescreen Plasma HDTV 50PC5D

LG; www.lg.ca \$2,500

Herein lies perhaps the biggest and most difficult decision in creating your home theatre.

While the LG model pictured doesn't offer 1080p (progressive scan), the 50-inch 480i/480p/720p/960p/1080i plasma set is still a hit.

The only way to really make the decision as to which particular TV is for you is to go to a specialized home theatre or electronics retailer and take a good look at the display models. On the showroom floor, these are all tuned to give the best possible picture in this context and often, not the best indication of what you're really getting. Make the salesperson work for his or her commission and ask to poke around in the menu systems of displays you've shortlisted. Bring along some of your favourite movies and see how they look. Set brightness and contrast to 50 per cent on all the displays to get a better idea of how they compare.



Wired for sound...wires not included

Yamaha HTR6060

Yamaha; www.yamaha.ca \$700

For the price, you may think there should be more in the box. However, the truly ultimate comes at a price. Forget "home-theatre-in-a-box" options; too many compromises are made to create a system that's palatable to everyone but spectacular to no one. With more inputs than you likely need, covering everything from your old school turntable to the latest HD-DVD and Blu-Ray formats and full 7.1 sound, the HTR6060 and similar products in its class will truly blow the roof off.



Fence sitter

Super Multi Blue Player BH100

LG; www.lg.ca \$1,500

If you're not quite ready to throw your hat in the ring on either side of the Blu-Ray vs. HD-DVD debate (or perhaps, debacle) but still want the bleeding edge of high-def content, LG has you covered.

Like many companies and presumably a good number of consumers, LG is not quite ready to commit to either side of the argument. The LG Super Multi Blue is a dual-format player that plays both HD-DVD and Blu-Ray discs.

While you're not likely to build a mixed media library by purchasing 50 per cent Blu-Ray and 50 per cent HD-DVD discs, you'll at least be spoiled for choice on your next visit to Blockbuster or Rogers Video.



K-LFE Low Frequency Effects

ButtKicker; www.thebuttkicker.com \$230

It's not enough to hear the window-rattling bass as a fleet of alien aircraft sweep low over a post apocalyptic New York city or cringe as your favourite NFL player is dealt a bone crushing blow at the twenty yard line. Butt Kicker wants you to feel it too.

The same technology that sends strange but not altogether unpleasant vibrations to your nether regions in some Imax theatres is available at home. Attaching out of sight under your couch, the Butt Kicker turns low frequency sound into vibration giving your ultimate home theatre the edge it so richly deserves.



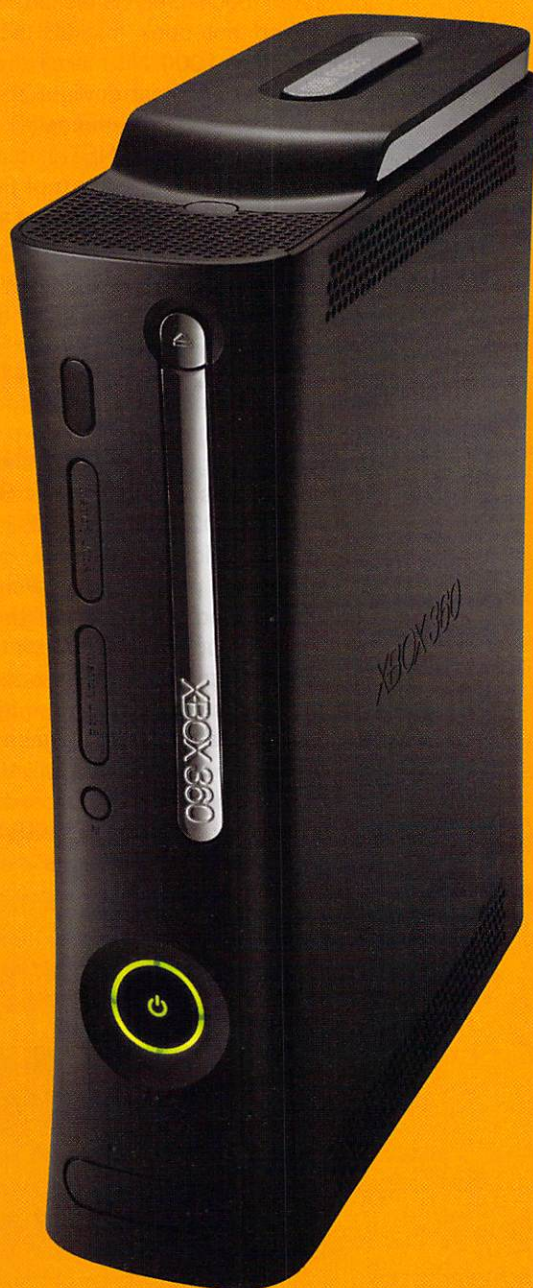
Get in the game

Xbox 360 Elite

Microsoft Xbox; www.xbox.ca \$500

The ultimate home theatre is the ultimate place to kick back for a game for videogame football or an intense multi-player death match.

Xbox 360 Elite offers true high-def gaming at 16:9 widescreen 720p, 1080i and 1080p resolution along with an add-on HD-DVD drive for movies. The bundle also includes a 120GB hard drive and dons a matte black finish on the wireless controller, the console and the Xbox Live headset. Playstation 3 brings 480i, 480p, 720p, 1080i and 1080p and has a Blu-Ray drive as standard. Both will downsample to standard definition if your home theatre is still a little shy of ultimate status. Nintendo's Wii eschews high def offering 480p in widescreen or 4:3 aspect ratio and a proprietary disc format.



Plasma or LCD?

There are two main options in direct view display tech for the home theatre: plasma and LCD. Neither format is inherently bad and both offer their own distinct advantages. LCD's primary claim to fame is its much lower set weight and size as compared with screen size and lower power consumption. Plasma wins in creating true blacks (an area LCDs tend to struggle with) and in their near instant response time. Whichever display tech you choose, you won't be unhappy.

Criteria	Plasma	Victor	LCD
Brightness	Brighter than LCD in a darkened room.	Push	Matte screen looks better in ambient light.
Life span	Fragile and potentially temperamental with an estimated effective half life of 30,000-60,000 hrs. Needs refreshing when or before half life reached.	Consider that a 30,000 hr half life affords 16 years of 4-6 hrs of TV per day and it becomes a moot point. Unless you watch TV 24/7, in which case you likely have bigger problems to contend with.	Indefinite for the LCD panel itself, the backlighting will eventually go. Estimated at about 60,000 hrs.
Power consumption	Hungry like the wolf.	LCD	Less hungry like the... chihuahua.
Contrast	No back lighting means true, deep blacks.	Plasma	Creating a true black using a back light is a contradiction in terms.
Size	Heavy, likely requires professional mounting or installation.	LCD	Relatively light and about two inches thinner than plasma.
(se)Xfactor	Plasma simply sounds cool.	Plasma	Liquid Crystal Display sounds too technical. LCD sounds too much like a sexually transmitted disease.
Price	Between \$1,000 (cheapie) and \$2,000 (recognized brand) for a 42", 1080i set	Push	Between \$1,000 (cheapie) and \$2,000 (recognized brand) for a 42", 1080i set
Viewing angle	About 160 degrees	LCD, though it's a small margin	About 175 degrees
Response time	Effectively instant response, as with CRT televisions.	Plasma, though it's a slim margin	Average of about 8ms in mid-range options; effectively instant.

Olympus Stylus 770 SW



Olympus Stylus 770 SW

\$449.99, www.olympus.ca

Shockproof, Waterproof, Freezeproof, Crushproof

Throw it in your luggage. Sit down with it in your back pocket. Drop it every now and then. Leave it in your car on cold winter day. You can even take it out for a swim.

Fit for a superhero, the Stylus 770 SW will operate in temperatures from -10 to 40 degrees Celsius and can be safely stored in environments -20 to 60 degrees Celsius. Shock-absorption technology protects the lens and circuitry from drops up to 1.5 metres (five feet), and the camera can also withstand up to 99 kg. of pressure. Rubber gaskets and O-rings seal the interior, making the camera waterproof up to 10 metres (33 feet). (With the optional PT-035 underwater housing unit, you can submerge the camera up to 40 metres below the water's surface.) A water-repellent lens coating prevents water droplets from forming on the lens, so you can also take shots in the rain. Oh, and did we mention the stainless steel body, only 2 centimetres thick?

Special features include: a built-in manometer that will measure the depth or altitude of your shots and keep a record of this data in your files; an LED illuminator on the front of the camera that lights up your subjects when it's too dark to see them on the LCD screen; and 24 unique pre-programmed scene modes, such as cuisine, behind glass, documents and underwater options.

The Stylus 770 SW has a 7.1 megapixel image sensor, 1600 ISO, 2.5-inch LCD screen viewable from 140-degrees, will shoot VGA-quality video and is available in six colours.

Camera Armor



Camera Armor

US\$49.95, www.cameraarmor.com

Add some external protection to your delicate digital SLR with Camera Armor's rubberized housing, custom fit to your specific make and model. It will fit like a glove and cover every nook and cranny of your device, including the buttons. Also included is a clear, polycarbonate cover to protect your LCD screen. The rubber also provides a good grip while shooting.

Bell Sanyo 7050



Bell Sanyo 7050 Mobile Phone

\$329.95 no contract, www.bell.ca/wireless

This cell phone doesn't joke around. The ultra-rugged Sanyo 7050 meets Military Specification 810F, meaning it passed extensive shock, dust and vibration testing. It comes with a textured Dura-Grip rubber surface, raised keys, protective port covers and an extendable antenna. It's Bluetooth and GPS-enabled and comes with location-based services such as advanced navigation and tracking. With the Bell 10-4 service, it can also be used as a walkie talkie.

The Sanyo 7050 also features a 2-inch QVGA (320x240 pixel) LCD screen and a 24mm diameter speaker for more volume and clarity while making hands-free calls. It comes with a standard 4.4 hour talk time battery, but an extended battery is also available that will last for 7.5 hours of use.

Corsair Flash Survivor GT 8GB USB 2.0 Flash Drive

US\$129.99, www.corsair.com

Shockproof, Drop-proof, Water resistant

One of the toughest, fastest USB flash drives on market, Corsair's Flash Survivor is encased in CNC milled aluminum, a material also used in aircraft part production. An Ethylene Propylene Diene Monomer (EPDM) seal guarantees water resistance up to 200 metres (650 feet). The flash drive screws into a hollow tube case with two end caps and a rubber moulded collar on each end to absorb impact force and protect the flash drive from shocks and vibrations. It comes pre-loaded with a security application that features 256bit AES encryption.

A 4GB model is also available, but you'll want the 8GB GT for its super-fast data transfer rates. This drive reads at a blazing 34MB/sec and writes at 28MB/sec. This means a 1.63GB movie will take only 82 seconds to load on the GT.

To use the drive, all you have to do is plug it in your USB port. No drivers are necessary.

ATP High Speed USB ToughDrive

US\$19.99-US\$169.99, www.atpinc.com

Shockproof, Dustproof, Water resistant

Built to last for 100,000 cycles of reading, writing and erasing, the ToughDrive claims it will last 10 times longer than any other USB flash drive. Customers say it will operate after a full wash, rinse and dry laundry cycle. It's also rumoured to survive being run over by a car.

ATP's ToughDrive line of USB flash drives have tactile synthetic polymer housings, absorb shocks and are waterproof (specific specs aren't available). Equipped with USB 2.0, they read data at a speedy 30MB/sec and write at 20MB/sec. They are also simple to operate, with security software built-in and driver installation not necessary. Several models are available, ranging from 512MB to 4GB in size.

Magellan CrossoverGPS

US\$549.99, www.magellangps.com

Waterproof

Here's a GPS device that makes sense. You can use it in your car for turn-by-turn directions, take it with you on hikes and also carry it around in your boat. This rugged, waterproof, full-featured pocket GPS comes with street maps, topographic contour maps, and longitude and latitude coordinates in either map or compass format. Additional maps are also available on lakes, fishing, marine charts, etc. that you can purchase on SD cards (pricing ranges from US\$99 to US\$199).

Sanyo CE 42LM 4N-NA 42-inch LCD monitor

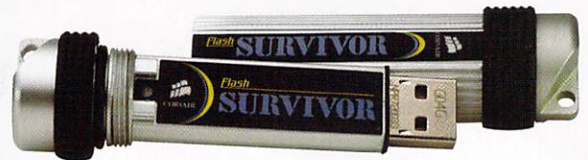
\$4400, www.sanyo.ca

Protected by a non-glare acrylic panel, this LCD monitor can hold its own against dust, oil and grease. It comes housed in an anodized aluminum frame and cabinet, with a "no holes" ventilation system.

ATP High Speed USB ToughDrive



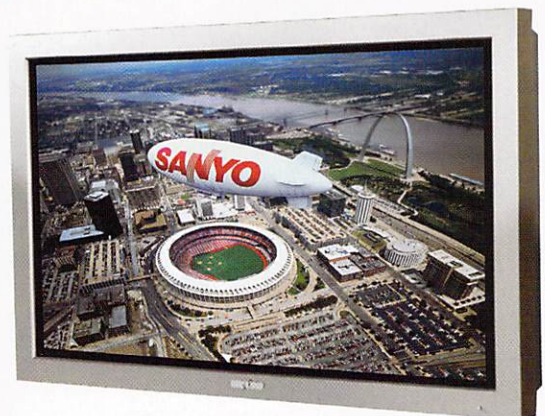
Corsair Flash Survivor GT



Magellan CrossoverGPS



Sanyo CE 42LM 4N-NA



Got the

time?

By Jennifer Kavur

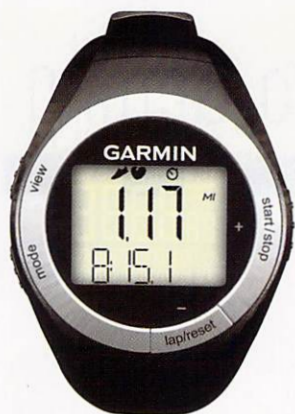


Record your workouts

Garmin's new Forerunner 50 will monitor, track and record your fitness data and then wirelessly transfer this information to your PC. The wireless communication occurs via the included USB ANT Stick, which you plug into your computer. There are three packages available, which all include the Forerunner 50 watch and USB ANT Stick: Heart Rate Monitor (US\$99) for monitoring and recording heart rates, speed and distance; Foot Pod (US\$149) to track and record up to seven hours and 100 laps of exercise data; or both (US\$199).

Listen to MP3s and record voice notes

The Bully (\$199.95) from Skullcandy is equipped with a 1GB MP3 player, a voice recorder and can also be used as a flash drive to store data. With one of these attached to your wrist, there's no need to worry about theft, buying a protective carrying case, or accidentally getting it wet (the watch is waterproof up to 100 metres). The battery lasts for five hours of continuous play and recharges via USB.



Garmin Forerunner 50



Skullcandy "The Bully"



Suunto X9i



Timex iControl

Navigate hiking trips

For the wilderness adventurer, the Suunto X9i (US\$499) is an outdoor ABC (altimeter, barometer, compass) watch with GPS navigation that can record, monitor and analyse your activities. The X9i includes route functions such as "Find Home" and Track Back" and also allows you to plan and view your routes on a PC. It can also predict the weather by measuring and recording air pressure and will warn you about upcoming storms. The watch is water resistant to 100 metres (330 feet).

Control your iPod

Designed for iPod owners who workout, the iControl (\$150) watch from Timex will wirelessly sync to your iPod and act as a remote, with play/pause, volume up/down and track forward/back controls. It also includes three customizable alarms, two interval timers for speed and endurance, a multi-mode countdown timer, 50-lap memory recall chronograph and a training log. The iControl is water resistant up to 100 metres.

Check the tide

Specially designed for the surfer in mind, Nixon's Lodown TI (\$200) includes pre-programmed tide charts for 200 beaches for the next 15 years, a countdown timer, digital tide functionality and a wave counter. The 51-30 (\$550), also from Nixon, is a water sports watch with exceptionally good looks.

Manage incoming calls

Avoid unceremoniously plopping your cell phone on a restaurant or bar table by pairing it with a Sony Ericsson MBW-150 Bluetooth watch (\$199.95). This subtle gadget manages your calls by displaying cell phone information, such as caller ID, on an OLED display that becomes visible only when it is in use. The watch also vibrates when you get a call, which you can answer or reject with the push of a button. If necessary, you can also keep track of your calls in the shower, as the watches are water resistant up to 30 metres.

Polish your look

While these watches won't perform any tricks, they will provide you with a tasteful look. The BMW Men's Statement (\$209.95) is a classic watch that can't go wrong. And of course, there's the luxurious TAG Heuer SLR (\$4,995) with an automatic chronograph and natural rubber strap, designed for Mercedes-Benz.



Nixon Lodown TI



Sony Ericsson MBW-150



BMW Men's Statement

hub:ce's (misleadingly titled) Guide to Getting

Nailed!

Nothing says summer like breaking out the power tools and forcing your friends to help you build a deck with the vague promise of beer and BBQ once the deed is done. Since things like carpenter's squares, spirit levels and measuring tapes are designed for those that don't have a natural aptitude for building (the same people that have to read the manual, it must be pointed out) let's get right to the power part of the equation. Pay no attention to the fact that screws are a better choice when constructing a deck as they won't lift with the inevitable expansion and compression that comes in the transitions from hot to cold and back again.

Corded

The satisfaction of a job well done is second only to the satisfaction of a job done well with power tools. Ideally, with a satisfying ka-thunk sound and a mini sawdust cloud announcing each stage of the accomplishment.

Mastercraft 2-in. Electric Nailer

\$129.99

- Uses 3/8", 3/4", 1", 1-3/16", 1-9/16", 1 3/4" and 2" 18-gauge brad nails
- Adjustable driving force knob
- Extended nozzle
- Contact safety mechanism
- Soft rubber grip

Jobmate 12V Nailer

\$79.99

- 12 V, 1 1/4" nailer
- Uses 18-gauge brad nails up to 1 1/4" long
- 100-piece nail/staple magazine
- Depth adjustment knob
- Includes three-hour charger and battery
- One-year manufacturer's warranty



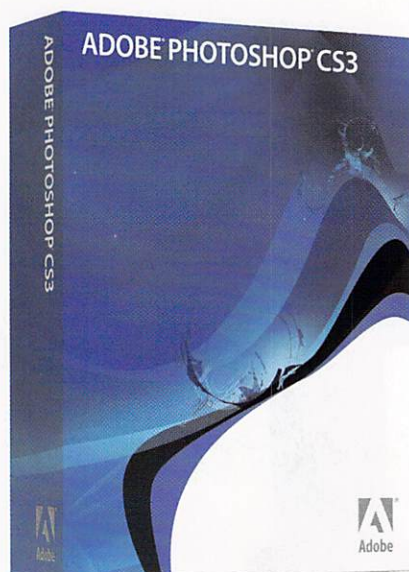
Above: Mastercraft 2-in. Electric Nailer and below Jobmate 12V Nailer



What I did on my summer holiday ...



Get creative! Send us your holiday snaps whether the summer vacation took you to Africa or Alabama, Brussels or just your own back yard.



Win! Adobe Photoshop CS3

The cutting edge of digital photo manipulation, management, colour correction and much more, Adobe Photoshop CS3 is the industry standard and a must for advanced amateur and prosumer digital photographers.

Offering an unprecedented level of control over your digital images, Adobe Photoshop CS3 builds on Photoshop CS2 with dozens of improvements. Users can boost their productivity with a streamlined interface, enhancements to raw-image processing and asset management workflows among other incredible improvements. Photoshop CS3 brings unrivalled editing power with non-destructive filters, more precise color-correction controls, and more powerful cloning and healing tools.

Photoshop CS3 is built with photographers, graphic designers, Web designers, and print service providers in mind and is an indispensable tool for advanced amateurs to take their digital darkroom to the next level.

The rules: You must use a digital camera to capture the subject. Work can be submitted via email (contest@ppublishing.ca). Accompanying your photo should be the make and model of the camera you used, the names of any software you used to modify the image and, if possible, the f/stop and shutter speed you used to take the photo.

Submit your photographs, along with the information from the form below, by Oct. 15, 2007. You can submit up to three photographs, all of which must be accompanied by a submission form. Entries must be submitted via email. Files should be no bigger than 500KB and no smaller than 300KB. One photo per email.

Prizes must be claimed by Nov 16, 2007. Winners must provide valid identification upon claiming prize. The prizes awarded are not transferable and cannot be redeemed for cash. To enter and to be eligible to win, persons must be residents of Canada, and not employees or be domiciled with an employee of Piccolo Publishing, its affiliate companies, or advertising or promotional agencies. The winners will be selected by HUB on Oct 19, 2007 from among all eligible entries received on or before contest close date. Winners will be contacted by telephone or email. In the event that they cannot be contacted within the first week following the contest, another entrant will be selected. All entries become the property of HUB and may be used in subsequent advertisements for the contest. All entries must be submitted by their artist and must be original work.

HUB's Photo Spree contest form. All submissions must contain this information. Send to contest@ppublishing.ca.

Deadline: November 15, 2007

Name:

Address:

E-Mail:

Phone Number:

Title of Entry:

Camera Used:

Mac or PC?

Occupation/School:

Arrow Nail Master 2 Nail Gun

\$79.99

- Shoots brad sizes: 5/8", 3/4" 1", 1 1/4"
- Electric nailer
- 14 amps
- Use for moulding and similar applications
- 10 ft. cord
- Trigger safety lock
- Surface contact safety tip
- Carrying case

Cordless

With the cord out of the way, there's one less danger on the amateur job site. Throw in some eye protection and you're golden. Seriously. Wear eye protection. We've all seen those bits on the evening news about some unfortunate soul who's somehow managed to drive a nail through his eye.



Black & Decker 12V Nailer

\$189.99

- 12V cordless nailer
- 18-gauge
- Accepts a full range of 18 gauge nails for multiple uses
- No-mark tip protects work surface
- Low nail indicator window
- Includes two batteries

Above: Arrow Nail Master 2 Nail Gun and below Black & Decker 12V Nailer



Mastercraft Maximum Lithium Ion Compact Nailer

\$189.99

- Holds 5/8" - 1-1/4" (18-gauge) brad nails
- Magazine capacity: 100 brad nails
- "See through" magazine
- Depth-of-drive adjustment
- Includes: one hour diagnostic charger, two 10.8V (1.3 AH) lithium batteries and blow mold case

She's pretty dangerous,
but we like that.



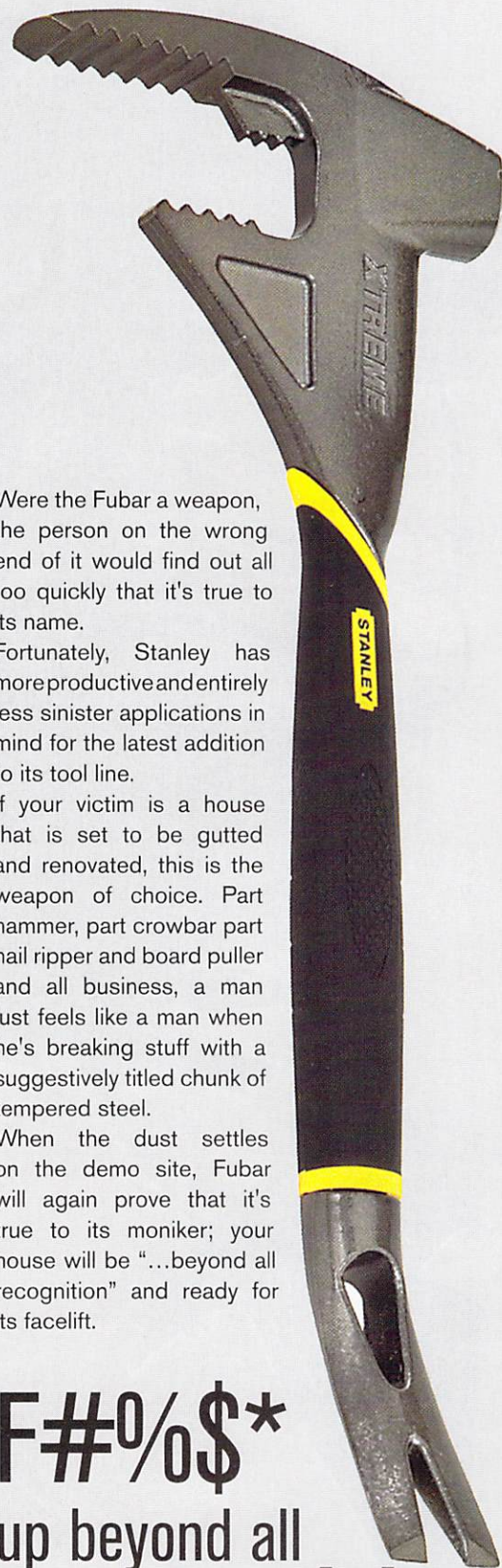
Were the Fubar a weapon,
the person on the wrong
end of it would find out all
too quickly that it's true to
its name.

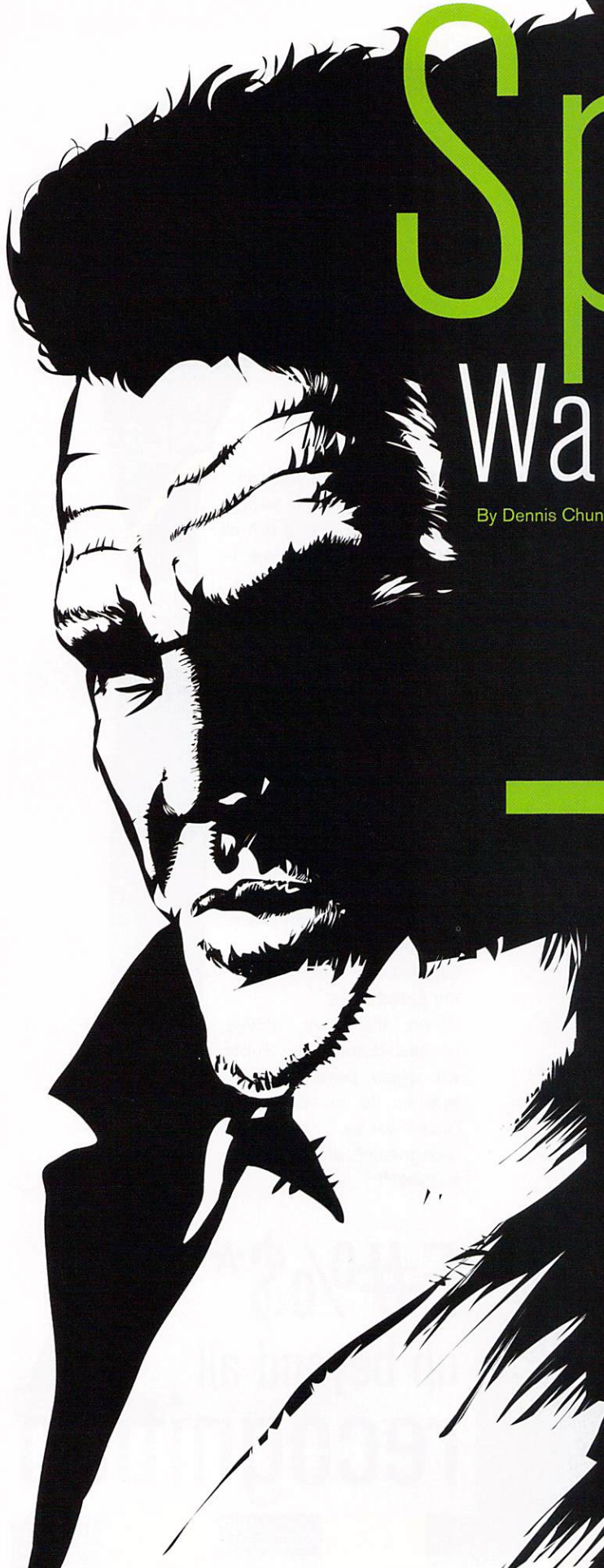
Fortunately, Stanley has
more productive and entirely
less sinister applications in
mind for the latest addition
to its tool line.

If your victim is a house
that is set to be gutted
and renovated, this is the
weapon of choice. Part
hammer, part crowbar, part
nail ripper and board puller
and all business, a man
just feels like a man when
he's breaking stuff with a
suggestively titled chunk of
tempered steel.

When the dust settles
on the demo site, Fubar
will again prove that it's
true to its moniker; your
house will be "...beyond all
recognition" and ready for
its facelift.

F#%\$*
up beyond all
recognition





Spy Ware

By Dennis Chung

TeleSpy Intrusion Detector

\$72

www.thinkgeek.com

Protect your top secret microfiche with the TeleSpy Intrusion Detector. Though it looks like an ordinary telephone, the TeleSpy shell hides a motion detector and microphone. When the TeleSpy detects any movement, it dials any number you program into it and plays back the sounds. The TeleSpy also serves as a working telephone.

Wild Planet Spy Video Car

\$144

www.amazon.com

Want to know what's going on in a different room? Try the Wild Planet Spy Video Car. The remote controlled car carries a camera that streams video to the LCD screen on the included headset. You can even see in the dark with the night vision feature.

WiLife Spy Camera

\$365

www.wilife.com

Need a surveillance system to monitor your base of operations? The WiLife Spy Camera is easy to set up and works with a Windows-based PC. The camera, disguised as a clock, sends live video to a USB receiver plugged into your computer. The USB receiver can work with up to six cameras (additional cameras sold separately) for extra coverage.

Whether espionage or counterespionage, Black Spy or White Spy, paranoid schizophrenic or just plain paranoid, the very best in spy gear is here for you to live out your deluded childhood fantasies. No, not the one about the hot neighbour.

From catching your nemesis in the act to catching your hot next door neighbour in the shower,

Ninja Remote

\$10

www.thinkgeek.com

When you want to cause a distraction, the Ninja Remote is just what you are looking for. Just point the remote at a nearby TV set and hold down the mute button. Within seconds, you will gain full control of that television.

Tri-Link Alarm System

\$44

www.shopwildplanet.com

Every secret spy lair needs the security of a Tri-Link Alarm System. Infrared beams emitted from each device alert you of any potential intruders. Crossing the infrared beam on one unit turns on an alarm, alerting your henchmen. Crossing a second will turn on a siren and a flashing light. Should the intruder be foolish enough to breach the third infrared beam, incoming darts will launch from the device. What more do you need to protect your lair? Henchmen not included.

Agent Tracker

\$28

www.shopwildplanet.com

When you've located your target and want to track his movements, you'll need the Agent Tracker. Discreetly drop a bug onto your subject and then wait for him to leave. The seeker unit changes colour and sound to show how close you are to your quarry. The Agent Tracker has a range of 40 feet, enough for you to follow your subject back to his secret lair.

Weiser Lock

\$199

www.weiserlock.ca

Whether a secret lair carved into a remote mountain side in the case of the villain or a downtown brownstone with a secret basement room in the case of the hero, security begins at home. Carrying a set of house keys will create an unsightly bulge in your otherwise form-fitting superhero costume. Enter biometrics; the SmartScan from Weiser Lock looks like a regular deadbolt but it hides a fingerprint reader that will unlock the door for you and your family.

The other one. The one that sees you jetting around the globe, a member Her Majesty's Secret Service with cool cars, nifty gadgets and shaken (not stirred) martinis while trying your best not to get cut and cauterized from gonads to gullet in some madman's fiendish plot for world domination.



Weiser Lock SmartScan



Ninja Remote



WiLife Spy Camera

Mazda Nagare

Japanese for "flow," the Nagare was inspired by natural phenomenon for a dramatically "wind-swept" look. This concept car introduced a new surface language that evokes the emotion of motion. "Nagare is a dream or an emotion that's just beginning to take shape," said Laurens van den Acker, Design Division General Manager for Hiroshima, Japan's Mazda Motor Corporation, who revealed the Ryuga concept at the 2007 North American International Auto Show in Detroit. "Ryuga extends that idea by adding definition." (Ryuga, pronounced "ree-yoo-ga," is Japanese for "gracious flow.")

Ford Flex

Rolling out of Ford's Oakville plant in the summer of 2008, the Ford Flex is a crossover SUV that will feature the Microsoft-powered Ford Sync, which integrates a voice-activated in-car communications and entertainment system with cell phones and MP3 players. With room for seven, the Flex features foot rests and an interior refrigerator.

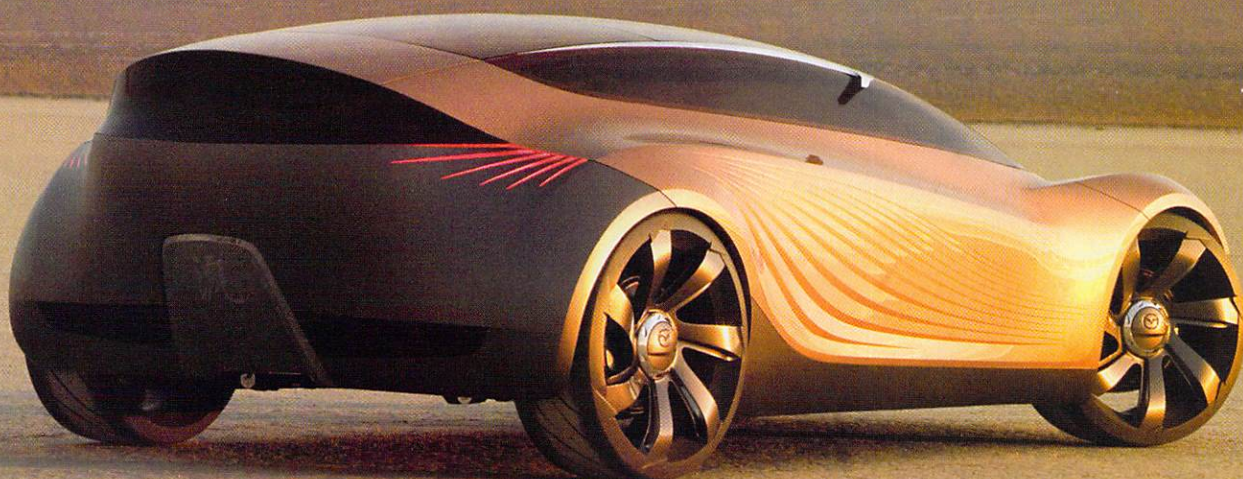
The Aurum

Undergraduates at Queen's University build a solar-powered vehicle every two years to compete in the World Solar Challenge and the North American Solar Challenge. Their latest creation, the Aurum, will be racing across Australia (from Darwin to Adelaide) in the 3000 km Panasonic World Solar Challenge later this month (Oct. 21-28). A Top Canadian Team title winner, the Queen's Solar Vehicle Team has designed, built and raced solar-powered, electric vehicles since 1988.

Dodge Demon Roadster Concept

The Dodge Demon concept, a compact, nimble "roadster with an attitude," was shown for the first time at the 77th International Motor Show in Geneva early this year. The vehicle's principal exterior designer, Jae Chung, calls it the "attainable" version of the iconic Dodge Viper. Dan Zimmerman, principal interior designer, relates the Dodge Demon to "timeless" British sports cars with a "purposely functional, not frivolous" interior. "Everything relating to the driving experience is emphasized, while that which is not is made visually secondary."

Dream On 2007 concept cars



Mazda Nagare ("nah-gah-reh")

Dodge Demon Roadster Concept



Ford Flex



QSVT Aurum



Beer Brawl

Hacker Pschorr Weisse Bier

Brewed in: Hacker-Pschorr Brau, Munich, Germany
 Brewed since: 1516
www.hacker-pschorr.de
 Contents: 500ml
 Alcohol content: 5.5%
 Type: Wheat beer
 Tastes like: Wheat with citrus undertones

This centuries-old beer has a cloudy bloom and a sweet citrus scent. It's very similar to Blanche de Chambly, a delicious wheat beer from Unibrou in Quebec.

A "summer beer," it tastes more like a beer to drink at any opportunity whether presented or created.



Pilsner Urquell

Brewed in: Pilsensky, Prazdorz, a.s., Pilsen, Czech Republic
 Brewed since: 1842
www.pilsnerurquell.com
 Contents: 500ml
 Alcohol content: 4.4%
 Type: Pilsner
 Tastes like: Light with a slight heady, bitter finish

A tasty, lighter brew that is clear with a slight sweetness. Thinking we should have saved this one for last as it's the lightest of the beers we're trying... Claiming to be the original Pilsner; brewed in Pilsen, Czech Republic, it looks like they've learned some things in the past 150+ years. This is a good beer.



Creemore Springs Traditional Pilsner

Brewed in: Creemore Springs Brewery Ltd., Creemore, Ontario
 Brewed since: 1987
www.creemoresprings.com
 Contents: 473ml
 Alcohol content: 5.3%
 Type: Pilsner
 Tastes like: Slight bitter with a smooth finish

This non-pasteurized Pilsner comes from Ontario favourite Creemore Springs in celebration of its 20th anniversary. It's slightly bitter and finishes beautifully. Creemore's Brewmaster traveled the Czech Republic to get the low-down on making Pilsner and it shows.



Zywiec Beer

Brewed in: Zywiec Brewery, Poland
 Brewed since: 1856
www.zywiec.com.pl
 Contents: 500ml
 Alcohol content: 5.5%
 Type: Lager
 Tastes like: Clean with a slight metallic finish

This one offers a colour change label that tells you when the bottle is cold enough to quaff; like the one Coors Light is offering but without the multi-million dollar budget to hype it. It's clean drinking and stays on the palate. Full of flavour, but light. It's not too carbonated and finishes well, despite the slight metallic trace.



hub's descent into madness

Svyturys Ekstra

Imported by: Gintas Stass Imports Co.

Brewed since: 1784

www.svyturys.lt/en

Contents: 500ml

Alcohol content: 5.2%

Type: Beer

Tastes like: Smooth start, slight malt with a slight bitter finish

If there wasn't almost 2L of beer fighting for room in our stomachs, this would be the perfect beer for a night on the porch. Smooth but not so much so that you forget you're drinking beer. A bit too heavy on the carbonation though. It has a deep aroma of hops and lends a hops bitterness on the finish.



Faxe 10%

Brewed in: Royal Unibrew

A/S, Faxe, Denmark

Brewed since: 1901

www.faxe.com

Contents: 500ml

Alcohol content: 10%

Type: Strong beer

Tastes like: A bad idea

When pre-drinking with college roommates a day before OSAP comes through, this is among your only choices. It's foul; dark but not in a good way, strong but not worth the effort to keep it down. Either step up to a gallon jug of cheap wine or to an Olde English 40oz. At least then you'll know why there's a caustic mass burning a whole in your guts come morning.



Grolsch Premium Lager

Brewed in: Original Brauerei, Abfullung

Brewed since: 1615

www.grolsch.com

Contents: 500ml

Alcohol content: 5%

Type: Lager

Tastes like: Clean with a slight, delicious skunkiness and a clean finish

A welcome clean and skunky, clean finishing lager that, good as it is, can't wash the foulness of Faxe down. Seeing double now and thinking that a trip out to the night club to make vain attempts at picking up women or, failing that, picking a fight is in order. Not a good sign.



Zlatorog

Brewed in: Pavano Lasko, D.D., Lasko, Slovenia, EU

Brewed since:

www.pivo-lasko.si

Contents: 500ml

Alcohol content: 4.9%

Type: Wheat Beer

Tastes like: Wheat with a grain finish

It's probably good but it has the misfortune of being the last 500ml in an almost 4l drink up. Seeing triple. Can't feel my feet, nose or other extremities. It's cool and refreshing as I miss my mouth and pour a glass down my chest. Chucking and babbling about something or other, notes for this Beer Brawl thin out into a slanting, rambling mess. Never again. Well, maybe next weekend...



Worth the wait

By Chad Sapienza

Blades of Glory

Format: DVD, HD-DVD

Studio: Paramount

Rating: ★★★



You probably already know all about *Blades of Glory*—Will Farrell's high profile send-up of male figure skating, which earned positive reviews when it was

released this spring. It's the kind of comedy you'll either love or hate, depending in large part on whether you groove on Farrell's unique brand of shameless slapstick (which I do).

What you might not know is that it could go down in history as a turning point in the current high-definition format war. A couple of weeks ago, Paramount announced that it would no longer support Blu-Ray, and, consequently, *Blades of Glory* marks the first film that they have released on HD-DVD and not Blu-Ray (even though the Blu-Ray edition had already been announced and marketed).

Did Paramount use *Blades of Glory* as a technical showcase to shed light on their preference for HD-DVD? Not really. It looks and sounds great, but *Blades of Glory* isn't exactly a film one watches to experience visual or aural delight. Plus, the bonus material on both the DVD and HD-DVD editions—a throng of featurettes, deleted scenes, and a gag reel—are identical, save that the HD-DVD version presents much of the footage in high-definition.

Friday Night Lights

The First Season

Format: DVD

Studio: Universal

Rating: ★★★★★



High school football isn't exactly my bag. I have a bad memory of my phys-ed coach snickering like one of the muscle headed boys under his command when I caught a pig-

skin with my glasses.

So imagine my surprise at the affection I felt for the cast of jocks in last year's critically acclaimed television drama *Friday Night Lights*. Ostensibly about one

season of high school football, the show is in reality a study of human relationships. Sure, there's plenty of action on the field, but it's simply the backdrop for the show's more interesting stories about affairs, high school harassment and racial tension.

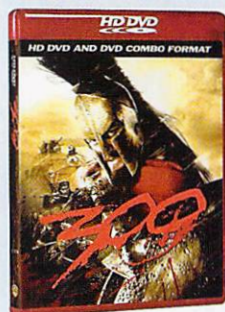
Apparently, Universal was unwilling to fund the development of much bonus material on The First Season DVD—evidence, perhaps, of the studio's lack of faith in the show. We get a quick behind the scenes featurette, the occasional deleted scene and not much else.

300

Format: DVD, HD-DVD, Blu-Ray

Studio: Warner Bros.

Rating: ★★★★★



Based on a graphic novel of the same name by Frank Miller, 300 tells the savage story of how a few hundred Spartan warriors defended their island against a

horde of more than a million foreign invaders. It's a brilliantly over-the-top battle picture that became the biggest March release of all time, reinventing—and reinvigorating—the war epic genre with its mind numbingly brutal, but highly artistic, B.C. warfare.

No less than five editions of 300 are available, including fullscreen DVD, widescreen DVD, special edition DVD, Blu-Ray, and HD-DVD. The special edition DVD and Blu-Ray versions are meant for hardcore fans, providing additional scenes, a terrific hour-long making-of documentary and a dozen webisodes.

But it's the HD-DVD release that really packs a wallop with a slew of exclusive next-gen interactive features. The biggest draw is a picture-in-picture feature that runs the length of the film, showing the movie sans special effects. Another innovative attraction is a choose-your-favourite-scenes feature that allows users to stitch together their own 300 montage.

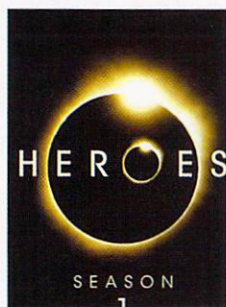
Heroes

Season One

Format: DVD, HD-DVD

Studio: Universal

Rating: ★★★★★



This serial drama about average folk who suddenly discover they have super-hero-like abilities took everyone by surprise last fall as it became one of the big-

gest shows on TV, creating a hysterical buzz among viewers not seen since the early days of The Sopranos and Desperate Housewives.

Heroes' genius lies in the profoundly human problems suffered by its gifted protagonists. There's the cop who can hear other people's thoughts, but has a cheating wife and can't pass the detective's exam; the cheerleader who is unkillable, yet still vulnerable to date rape; and the painter who can see the future, but is addicted to drugs. In other words, it's a show about real people (which will attract an audience not normally drawn to far-fetched TV series) who happen to have unreal abilities (which will draw those viewers who are).

Another of Heroes' key differentiators is that its creators have wisely broken the trend started by other primetime soaps—I'm looking at you, Lost and Alias—of failing to deliver adequate resolutions to major plotlines. While there are plenty of loose threads waiting to be explored in the second season, the first season of Heroes has its own dramatic arc and could almost stand alone as a complete story.

Both the HD-DVD and DVD boxed sets offer up tons of deleted scenes and audio commentaries, a mind-reading mini-game, and several making-of featurettes. But the highlight of the bonus material is the original, unaired pilot, which brings to light a couple of story ideas that the creators were planning on introducing but eventually decided either to alter or completely abandon. It's always fun to imagine what might have been.

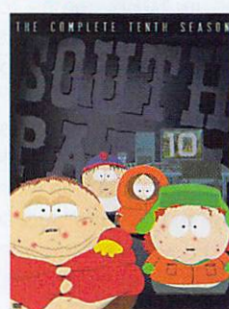
South Park

The Complete Tenth Season

Format: DVD

Studio: Paramount

Rating: ★★★★★



Sadly, this wonderfully subversive adult cartoon tends to make headlines only when an episode ruffles the feathers of someone who wields significant

power—as happened in season nine's Emmy-nominated "Trapped in the Closet," which painted Scientology as a batty cult and Tom Cruise as one of its most active (and homosexual) members. The episode allegedly led Cruise to threaten pulling Mission Impossible III advertisements on Viacom-owned stations, and resulted in Isaac Hayes, long-time voice of the character Chef and devout Scientologist, to quit.

Never afraid of burning bridges, creators Trey Parker and Matt Stone open season ten with a side-splitting episode in which Chef is first depicted as a member of a secretive child molestation organization then gruesomely killed—a decidedly final (if not so fond) farewell for Mr. Hayes.

As the season progresses, the brazen duo satirize everything pop culture, including television (they provide their take on The Family Guy), books (via a particularly hilarious episode that looks at the fiasco that was A Million Little Pieces) and videogames (there is a pair of shows that focus on the launch of the Nintendo Wii and World of Warcraft).

While Parker and Stone's disdain for convention helps make them unusually gifted comedy writers, it also tends to bite special features hounds in the butt. The only extras worth mentioning on South Park – The Complete Tenth Season are the duo's signature one- to five-minute-long mini-commentaries, which, while insightful and funny, often stop short of coughing up as much information as fans might like.

Metroid Prime 3: Corruption

Publisher: Nintendo Developer: Retro Studios

Platform: Nintendo Wii ESRB rating: Teen

hub rating: ★★★★★

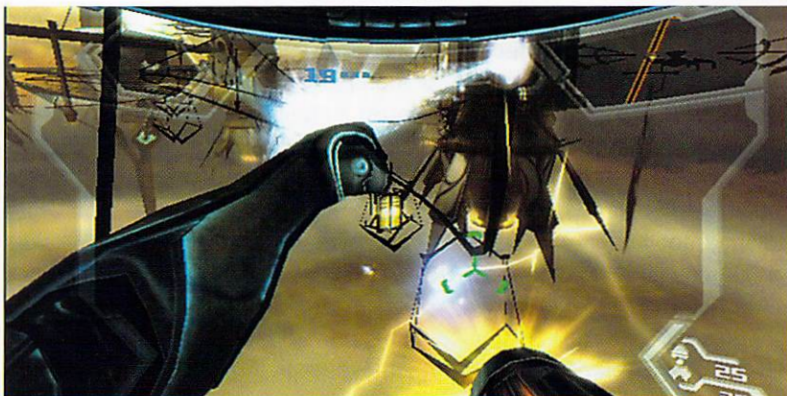
The Metroid Prime trilogy, a complete re-thinking of the successful Metroid formula that started in 1986 comes to an end with Corruption. While we're sad to see the storyline end, it's a fitting eulogy to a series whose impressive scope and innovative gameplay step well beyond the bounds of the traditional first person shooter (FPS).

Nintendo's Wii Remote takes centre stage, lending its unique control scheme to the game and creating a perfect marriage of console FPS, PC mouse control and arcade light gun game.

As players progress, they're afforded suit upgrades, new weapons and abilities that open up new levels and planets to explore. The occasionally frustrating, puzzle-filled level design that is the series' signature returns making Metroid Prime 3: Corruption much more than just a run-and-gun shooter.

It's a near perfect meeting of excellent control, ingenious level design, interesting story and risk/reward gameplay.

Now if they'd just added some sort of multi-player option. Seriously. Even two-player split-screen would be welcome. As much fun as the single player game brings to the table, lack of a multiplayer option seems a serious and at times, overshadowing slight.



Dead Head Fred

Publisher: D3 Publisher Developer: Vicious Cycle

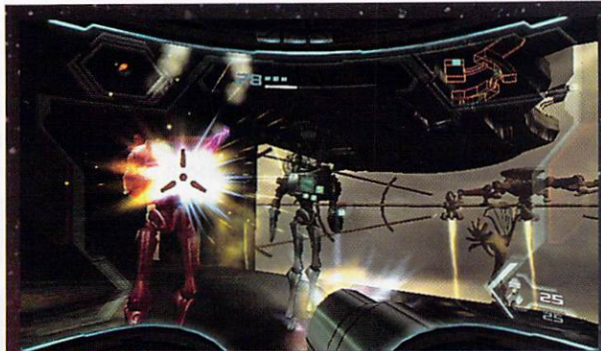
Platform: PlayStation Portable (PSP)

ESRB rating: Mature hub rating: ★★★★★

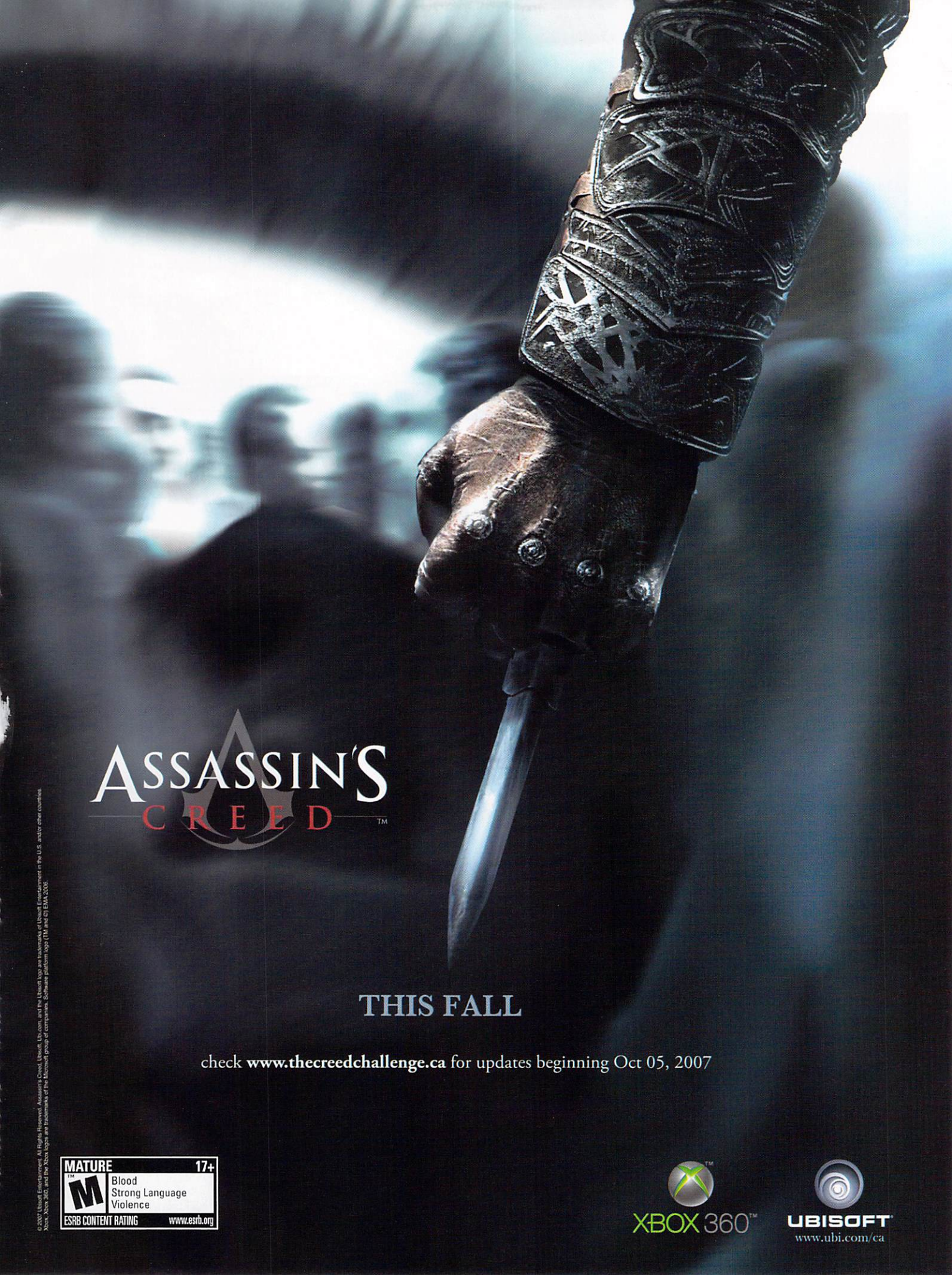
Unique is the best word to describe Dead Head Fred. The same word applies to the original 1940s parallel universe that serves as the stage upon which the weird action is doled out. The word again works to describe the gameplay mechanic which sees the titular character switching titular heads encased in glass in a unique (there's that word again) twist on power-ups and character building.

The story is film noir in an alternate universe, with enough to warrant fairly calling it by the publisher's own moniker of "twisted noir." A private detective, mob bosses, "dames," murder and vengeance. Good times all-round.

In the days of too often lame film tie-ins, sequelitis and—with production investment reaching record highs and the need for solid return on investment to pay for it all—precious little innovation from big-name studios, Dead Head Fred brings something new and deserves a play.



Game reviews



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THIS FALL

check www.thecreedchallenge.ca for updates beginning Oct 05, 2007



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Philips Arcitec



Braun Pulsonic



Panasonic Hydra Clean

real smooth



10,000 micro-vibrations per minute

The new Braun Pulsonic is the world's first shaver powered by sonic technology. It oscillates from left to right to reduce skin friction by 14 percent and provides 10,000 micro-vibrations per minute to help expose and shave more hair. The pivoting head will cut hair with 100 percent of its surface. This shaver automatically charges, cleans, lubricates and dries. With daily use, one cleaning cartridge will last two to three months with the included docking station. Frequent travelers need not worry about power converters, as the SmartPlug automatically adjusts between 100-240 volts. Two models are available, priced at \$279.99 and \$339.99. The high-end model offers a "fast clean" mode that will clean the shaver in 25 seconds.

0.3 um blade tip

Panasonic's Hydra Clean shaver series will automatically charge, clean and dry using a water-activated detergent for gentle skin. An indicator light on the docking station glows when it's time to change the cleaning cartridge. Using nano technology, this shaver also touts the world's sharpest blade, with the tip of the inner blade sharpened to 0.3 um. The motor outputs 13,000 RPM and the pivoting head has a 30 degree tip. It takes one hour to fully charge, but a "quick charge" feature supplies enough power in five minutes for a quick shave. There's also an automatic dual-voltage conversion system for traveling overseas. Three models are available. The top-of-the-line ES-8828, priced at \$329.95, features the Nano Technology blade.

360 degree pivoting head

The Arcitec shaver from Philips is the first electric shaver to feature a 360 degree pivoting head. This shaver is all about control and accuracy. It also features a trimmer. Several models are available, ranging in price from \$229.95 to \$349.95.

Going below the belt

The Philips Bodygroom (\$59.95, shaveeverywhere.ca) will trim and remove hair from any part of your body. It's cordless, fully waterproof and features a hypoallergenic foil.



*Five tips for the best electric shave, ever

Shave before showering. You will get a closer shave if your skin is free of moisture.

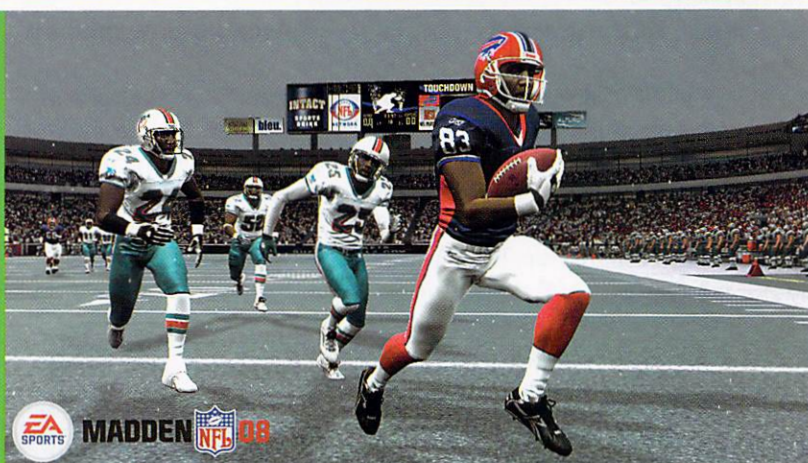
Shave against the direction of your beard growth. Hold the shaver at a right angle, 90 degrees to the skin and use light, gentle strokes while slightly stretching your skin. Avoid pressing hard or repeatedly going over the same area.

Hydrate your skin after shaving with an after-shave balm or moisturizer.

Keep your electric razor clean and lubricated.

Replace your foil and blades every 18 months or when indicated by your shaver.

**Courtesy of Braun*



Madden NFL 08

Available on: Playstation 3, Xbox 360, PC, Wii, Playstation 2, Xbox, GameCube.

Also available on Nintendo DS, PSP

Publisher: Electronic Arts

Developer: EA Tiburon

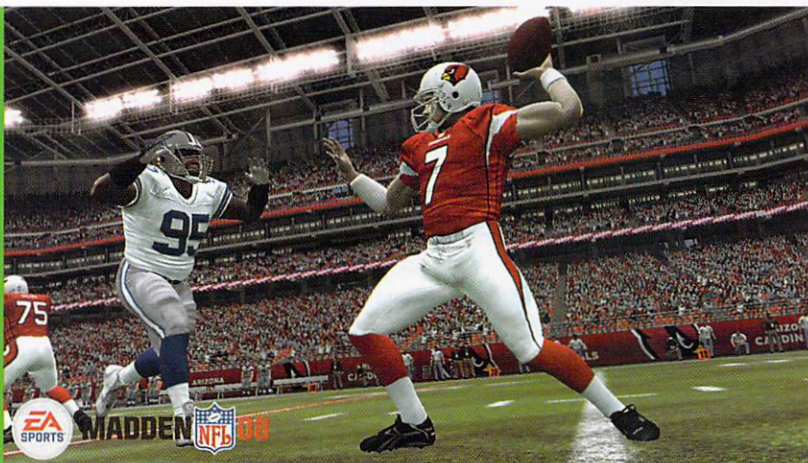
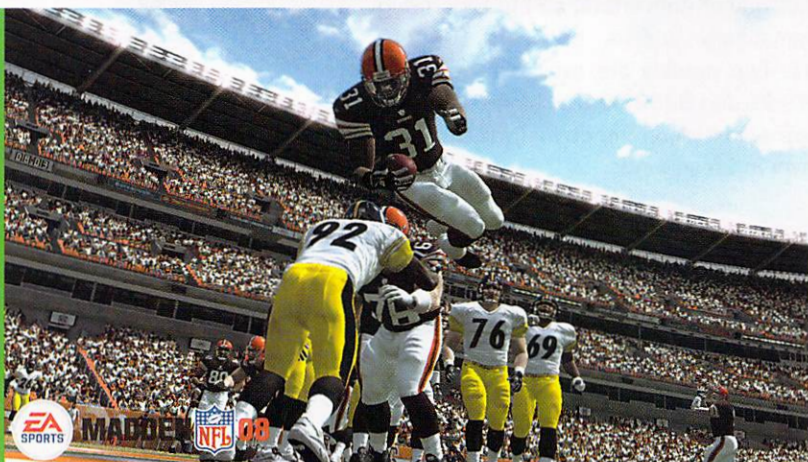
ESRB rating: Everyone

Having sold more than 60 million copies and net over \$2 billion at retail in its illustrious 18 year history, Madden NFL is the high water mark of football games.

The formula keeps on getting refined. Among the smallest but potentially most impactful changes this year is the addition of an overhead cam option; regular Maddenites know how frustrating it is to go for an overhead view of the play you're about to run before the snap, thus tipping off the opposing player, allowing him to call a quick audible. A fake-out option adds a poker-like element to the game; you could show a short run play to the left when in fact, the play you selected is a long pass right.

Each of the next-gen consoles gets its own special additions. The Wii's are by far the most entertaining and enjoyable with additions like the typical Madden telestrator for drawing attention to just how great your last touchdown was. While you're bragging, the competition can shake their controllers to speed up the clock; a nice touch that's indicative of the fun factor present in this version. Meanwhile, "Family Play" takes some of the more strategic elements of the game out of the equation for novice players. Unplugging the Nunchuk from the Wii remote activates Family Play, simplifying the game and making it fun for the whole family.

An improved owner mode that lets you take care of just about every aspect of running a successful sports venture—from the line-up to the concession prices—returns in 08 adding a ton of depth and replayability.



hut, hut

By Andrew Moore-Crispin

All-Pro Football 2K8

Available on: Playstation 3, Xbox 360

Publisher: 2K Sports

Developer: Visual Concepts

ESRB rating: Everyone

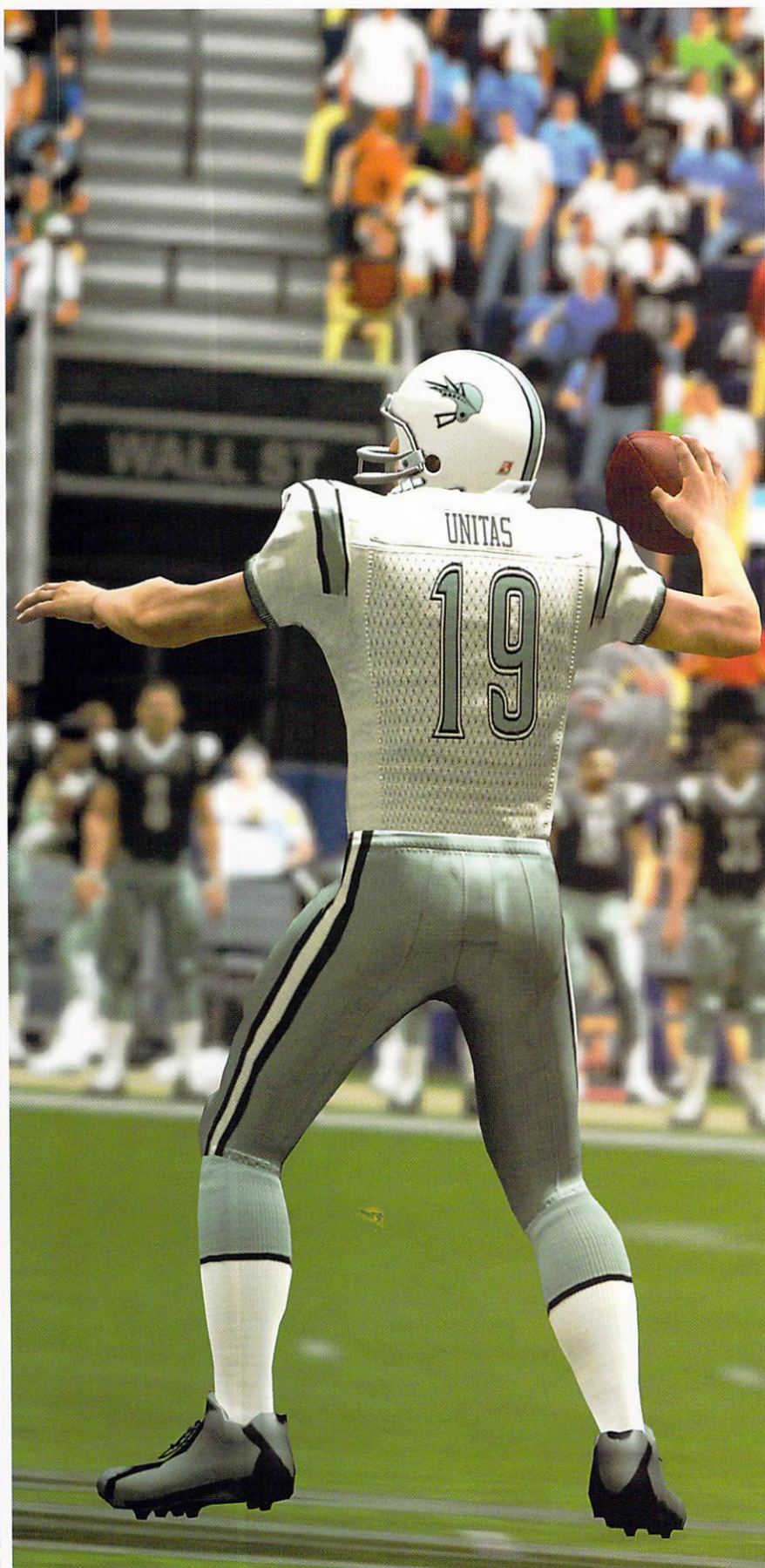
2K Sports' titles have traditionally stressed real-life simulation, bringing a depth that can't be found in any other football titles with a shelf price that is likewise tough to beat. The NFL license is sorely missed, however, and the game instead has to dredge the days of yore for recognizable players that don't infringe on the five-year exclusive deal that EA managed to snag.

While a more current roster will be sorely missed by NFL fans, 2K has managed to get over 200 legends of the game (read: retired players no longer bound to the NFL or its licensing deals) including cover athletes John Elway, Jerry Rice and Barry Sanders. It's a creative solution to a difficult situation but it's still not an adequate substitute for the license.

The sim football action is still the most realistic on the block and the legends of the games make this a worthwhile accompaniment to EA's licensed games which are the only option where currency is concerned.



hut!



NCAA Football 08

Available on: Xbox 360, Playstation 3, Playstation 2, Xbox

Publisher: Electronic Arts

Developer: EA Tiburon

ESRB rating: Everyone

Not content to own the professional level gridiron game, EA has for years published college football titles to go alongside.

A vast improvement over the similarly titled 07 title, the first to grace the next-gen consoles, NCAA Football 08 puts a heavier focus on big hits and fancy footwork. A deep Dynasty mode puts you in control of your team both on and off the field. You can define a search for players meeting criteria you set forth then see how a prospect feels about your school and whether they've received offers from other schools. You then get on the phone to pitch your school and facilities, tailoring your hard sell to the interests of the prospective player and getting them to visit the campus and hopefully, sign on.

Campus Legend mode allows you to create a player and build him from his last year in high school through college including some (alas, not all) "extracurricular" activities and maintain a reasonable grade point average which is almost as easy in the game as it is for those on a juicy football scholarship in real life. On the field, a new real-time weather system allows players with a connected console to play games in conditions that match the real-world conditions of the time; hurricane warning in Florida? Better compensate for the 50mph winds when stepping up to kick a field goal. Blizzard in the Northwest? Guess you're playing the new Ice Bowl.



Tecmo Super Bowl

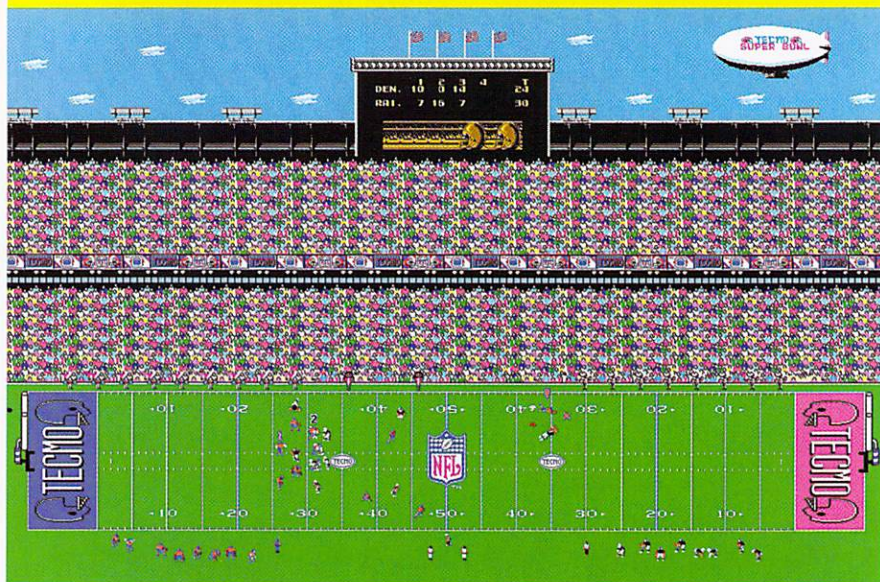
Available on: Nintendo Entertainment System, Super Nintendo, Xbox, Others – Tecmo Classic Arcade on your cell phone and in circa 1980 arcades

Publisher/ Developer: Tecmo

ESRB rating: Not rated, pre-dates the ESRB

This is the one that kick-started a football game obsession in North America's then-youth. Today, these one time pasty, basement dwelling kids are in their late twenties and beyond and have significant buying power to fuel football games growth. Poor Tecmo doesn't get a piece of that pie; the oft-rehashed Tecmo Super Bowl made it as far as the Super Nintendo in 1997 and released a cell phone version of the original game in a last ditch effort to cash in on the nostalgia in 2003. This one-time football mainstay has been eclipsed and its late 80s player roster has long since retired to do various glove, topical and analgesic creams and massage appliance commercials. Oh, how the mighty have fallen. In some cases, you'll find these same players in All-Pro Football 2K8. Dust off your old NES, hook it up to your 1080p screen to see how far we've come. Its tried and true gameplay is good for a bit of nostalgia.

TECMO Stadium



NFL Street 3

Available on: Xbox, Playstation 2, GameCube

Publisher: Electronic Arts

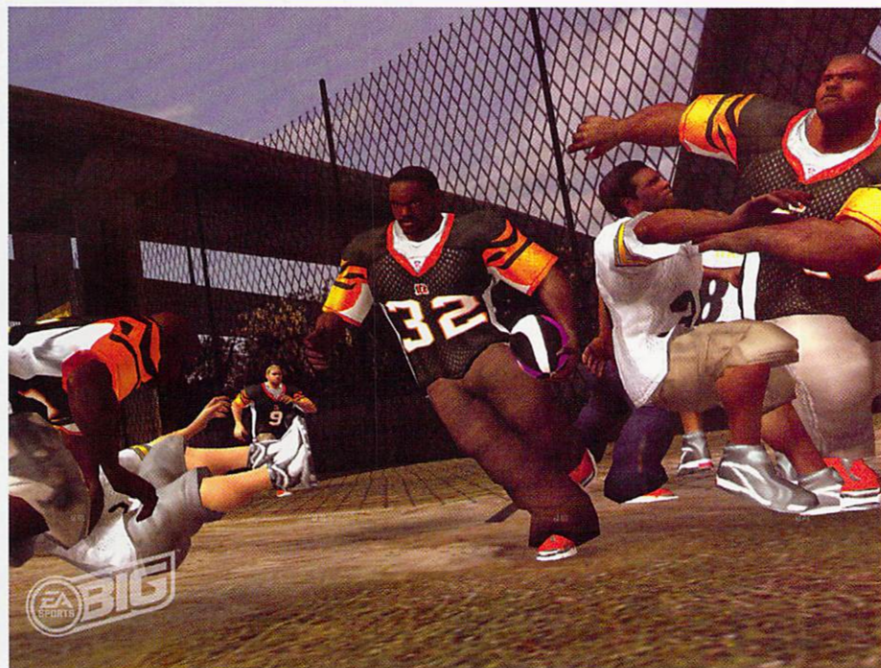
Developer: EA Sports Big

ESRB rating: Everyone

It's all about gold grills, baggy street wear, painful hits, trash-talking and flair... oh, and milking that expensive NFL license for all it's worth. There are no backyard pit bull fights as an unlockable mini-games, fortunately.

The third installment in the NFL Street franchise continues with tradition and puts NFL stars in fast paced street football action with enough gameplay depth to retain interest but without the backroom managerial semantics that more true-to-life football games stress. It's a last-gen title and it shows. The gameplay stands the test of time though.

With dazzling aerial moves, on-field power-ups and the franchise's own Gamebreaker moves for both offensive and defensive displays, this is truly the meeting point of football sim and football arcade games. Since EA managed to finagle the exclusive NFL license and given that Midway's once iconic NFL Blitz arcade and console games were unceremoniously stripped of the right to use the NFL name even before that deal, it's officially the only game in town for those that like their football action presented with a little more style and a lot more bone crushing.



NFL Head Coach

Available on: Xbox, Playstation 2, PC

Publisher: Electronic Arts

Developer: EA Tiburon

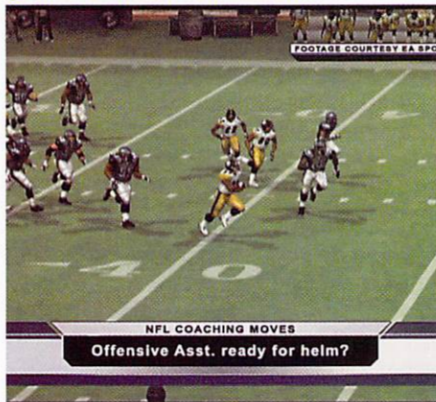
ESRB rating: Everyone

While it's a little over a year old already with the graphics to prove it, NFL Head Coach is really the only option for console gamers who are more in to the strategic and cerebral side of the brain denting ballet that is pro football.

Safe on the sidelines or in the press box overlooking the field, NFL Head Coach puts you at the helm drafting players, orchestrating training camps, negotiating trades, building a playbook, selecting offensive and defensive plays on game day and keeping team morale and testosterone at fever pitch.

Downloadable rosters mean that while the game was released in 2006, it stays reasonably current though apparently often missing the boat on big changes. Online mode allows you to pit your wits against other armchair quarterbacks in a game of strategic football.

Aptly described as Madden NFL's Franchise mode on steroids, players looking to play out as opposed to direct the on-field action should move along. Nothing to see here. Those looking to schedule phone calls to other coaches to discuss potential trades, motivating players on and off the field, negotiating and signing contracts and all that mundane (or incredibly enjoyable, depending on your perspective) stuff should step right up to the only console game in town that fits the bill.



Wearable Technology

By Alicia Rewega

Can you imagine a day when you're outdoors, it starts to rain, and instinctively your jacket extends an impermeable visor over your head? It may not be as far off as you think.

Turkish fashion designer Hussein Chalayan might be ahead of his time, but the mastermind famous for merging fashion and technology recently wowed spectators at his Paris runway show with five dresses that automatically transformed in shape in style with computerized motors that closed zippers, gathered fabric, and raised hemlines.

It's not the first time technology has affected what we see on the runway, however. According to Vassilis Seferidis, Vice President of Product Management at Eleksen, "Technology has brought innovation to the fashion industry in three major ways: by producing yarns with unique properties to answer user requirements in more sophisticated ways, by developing new machines for producing textiles and by embedding technological elements in fabric for the creation of 'smart fabrics'."

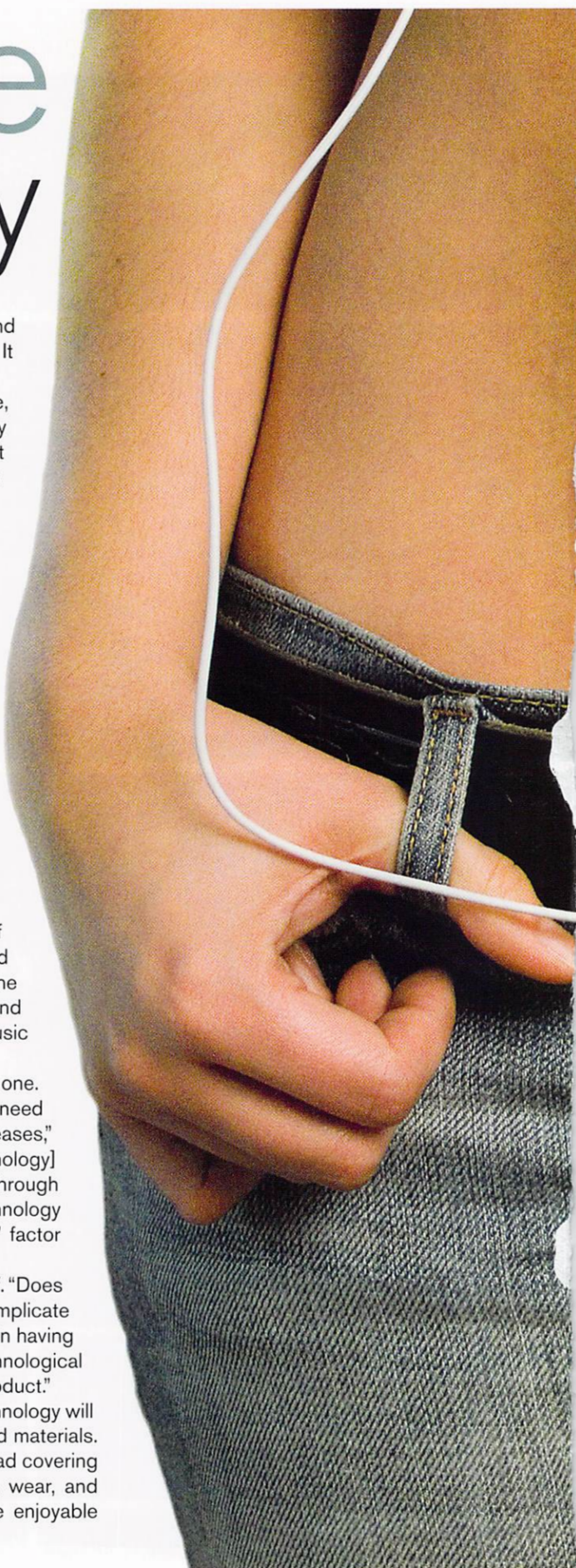
Nicholas Knouf, a research assistant at Massachusetts Institute of Technology's (MIT) media lab, explains: "We now have computer-controlled systems for cutting and weaving fabric, as well as quicker distribution. Witness the phenomena of H&M, a company that can follow the trends and have a product on the racks in a space of a couple months, versus six to nine months only a decade ago."

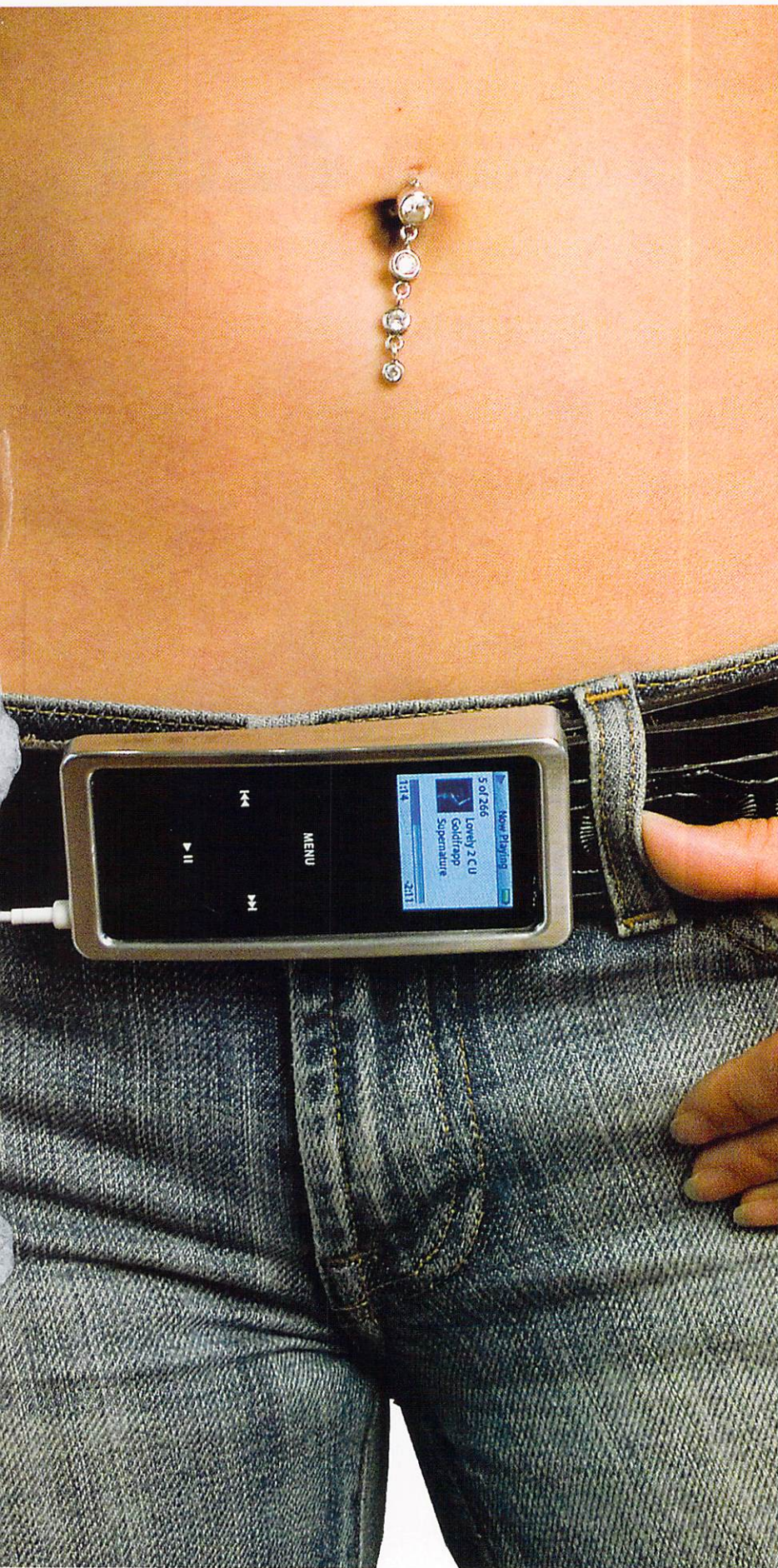
Among the advancements currently available to us are sensors used as keypads or navigation controls, heating and cooling elements for temperature control, and light emitting devices. A wonderful example of heating and cooling elements in fashion is the new fabrics being used for sports apparel. Just think, we now have the technology to control the volume of our iPods through sensors embedded in our jacket sleeves and actually turn our backpacks into boom boxes by broadcasting the music from our mobile media players through speakers implanted in our bags.

So, how does wearable technology benefit you? It improves safety for one. "As personal communication devices are becoming more expensive, the need to securely store your expensive gadget away from prying eyes increases," says Seferidis. Convenience is another advantage. "[Fashion technology] provides us with easier access and control of your personal electronics through an intuitive interface." And finally, just like all fashion, wearable technology boosts personal expression. "Wearable technology adds a huge 'cool' factor contributing to a fashionable image," says Seferidis.

But there's a fine line between convenience and complication, says Knouf. "Does the addition of technology improve or better our fashion desires, or complicate things needlessly?" he asks. "Personally, I think there is little advantage in having an LCD screen on my body. Many of these advancements are technological examples of explorations, not necessarily designed for a commercial product."

Knouf predicts that in the near future, many progressions in fashion technology will remain behind the scenes, such as changes in process, distribution, and materials. Although these changes will not be as obvious as, say, an automated head covering for rain, they will change how we purchase clothing, choose what to wear, and participate in various activities based on the fact that they'll be more enjoyable because of different fabric.





MusicStyle suit with Eleksen ElekTex

www.bagir.com

Designed for the iPod, the suit features controls hidden in the sleeve to let you listen in style. A similar iPod suit is also available from Marks & Spencer. Both incorporate ElekTex (www.elektex.com) from Eleksen, a leading touch sensitive interactive textile company based in the UK.

Zegna Sport iJacket

www.zegna.com

iPod controls are located on the sleeve while an inner pocket protects your iPod.

Audex Cargo Jacket

www.store.motorola.com

With integrated stereo speakers and a built-in hands-free microphone, this Bluetooth-equipped jacket will play music and answer calls. It features a waterproof shell and five hour battery life. Available in Black and Roasted Brown.

Audex Ordinance Padded hat

www.store.motorola.com

Plug in your MP3 player or use the integrated Bluetooth wireless stereo speakers to listen to tunes and make and receive calls. The headphone wheels turn to control the device. Available in Black and White.

Full Metal Jacket belt

www.tunebuckle.com

Holy utility belt, Batman! Carry your iPod Nano in the aircraft-quality aluminum belt buckle.

H.3 Series Video Backpack

www.oneilleurope.com/h3

With a protective camcorder case in the backpack and a remote camera lens that attaches to your goggles, you can record your ride down the slopes.

SyncWear Fitness Tee

www.malachiandcompany.com

Don't let your headphone wires interfere with your workout. Snagless loops keep wires close to your body and out of the way.

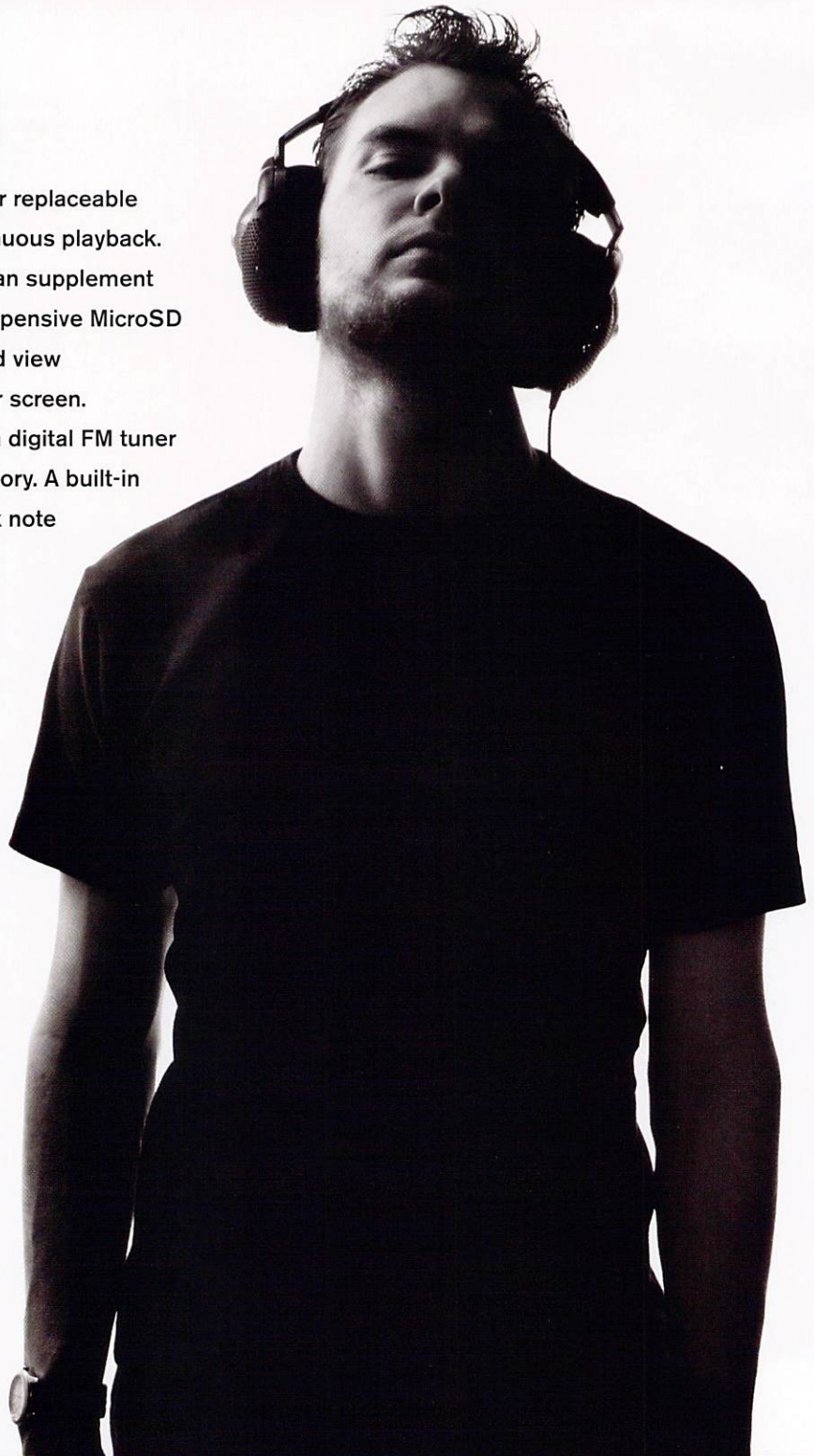
Nike+ Shoes

www.nike.com

Out for a run? Sensors in the shoes send data to your iPod to track your performance.

win a SanDisk Sansa e280

This compact, 8GB player features a user replaceable battery that's good for 20 hours of continuous playback. Using the memory expansion slot, you can supplement the 8GB internal storage space with inexpensive MicroSD cards. You can also watch video clips and view photos on the vibrant 1.8-inch TFT colour screen. This Plays for Sure player also features a digital FM tuner and can record radio to the internal memory. A built-in microphone is perfect for making a quick note or recording a meeting or lecture. An attractive alloy case keeps this sleek player safe and is resistant to scratching.



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Next issue

The good old hockey game,
It's the best game you can name.
And the best game you can name
is the good old hockey game.

Jason Spezza talks NHL video games

**hub: consumer electronics & more's
hockey game round up**

Oh take me where the hockey players,
face off down the rink.
And the Stanley Cup
is all filled up,
for the champs who win the drink!

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Exterior fabric is made from 100% post consumer recycled Cyclepet®



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